

October 2, 1961

'BRISTOL-MYERS SATURDAY NIGHT REPORT,' NEW NBC NEWS PROGRAM
FEATURING SANDER VANOCUR, STARTS OCT. 21 ON NBC-TV
Bristol-Myers Also Sponsors 'NBC News Afternoon Report,'
Broadcast Mondays Through Fridays


A new NBC News program, "Bristol-Myers Saturday Night Report," sponsored by Bristol-Myers Company and featuring Sander Vanocur, will be presented each week on NBC-TV starting Oct. 21 (6-6:15 p.m. EDT), it was announced today by William R. McAndrew, Executive Vice President, NBC News.

At the same time, Bristol-Myers has purchased sponsorship of "NBC News Afternoon Report," the Monday-through-Friday series (4:55 to 5 p.m. EDT), also featuring Sander Vanocur.

"Bristol-Myers Saturday Night Report" will cover news events that occur during the weekend and also will highlight major news stories that take place earlier in the week. It also will present background reports by NBC News correspondents around the world. The program will originate in New York.

With the new Saturday evening program, Sander Vanocur will have six news shows a week on NBC-TV. The new weekly series will bring to 10 the number of regular NBC News television programs on the air, all sponsored. Besides the two Sander Vanocur series, they include "The Huntley-Brinkley Report," "Today," "NBC News Day Report" featuring White House correspondent Ray Scherer, "Chet Huntley Reporting," "David Brinkley's Journal," "Frank McGee's Here and Now," "Update" and "1,2,3--Go!". Young & Rubicam Inc. is Bristol-Myers' agency.

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NBC-TV NETWORK PROGRAM

'GRAVE DANGER' IF WESTERN ALLIES ARE DIVIDED OR IRRESOLUTE,
JOHN RICH WARNS IN 'MEMO TO JFK,' NEW BOOK BY
NBC NEWS FOREIGN CORRESPONDENTS

If the Western allies are divided or show lack of determination there is "a grave danger of a Soviet miscalculation and a stumbling into war over Berlin," NBC News correspondent John Rich writes in a new book to be published tomorrow (Oct. 3).

The book is "Memo to JFK," published by G. P. Putnam's Sons. It includes a chapter by each of nine of NBC's foreign correspondents, examining the major problems in the areas of the world they cover. A 10th chapter, by White House correspondent Sander Vanocur, outlines the plans of the Kennedy administration to deal with these problems.

Rich, who covered Germany before his recent assignment to Paris, writes that the Western camp cannot afford division. The ordeal ahead, for the United States and Western Europe, will be "long and perilous," he declares.

"Soviet actions will test to the fullest our nerve, will-power, intelligence and determination. To survive, Europe and the United States must stand united as never before. Together, their power, if wisely applied, is more than enough to meet the Soviet challenge.

Other chapters on overseas areas are written by NBC News correspondents John Chancellor, Joseph C. Harsch, Irving R. Levine, Edwin Newman, Welles Hangen, Cecil Brown, James Robinson and Wilson Hall.

(more)

THE FOLLOWING IS A SUMMARY OF THE RESULTS OF THE INVESTIGATION:

1. THE SUBJECT WAS FOUND TO BE A MEMBER OF THE ORGANIZATION.

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In an opening chapter, William R. McAndrew, Executive Vice President, NBC News, outlines the purpose of "Memo to JFK." He declares that the main objective is "to lay out the problems that each of the world's principal regions poses to the Kennedy Administration so that the reader understands the background behind the positions the President takes and the things he must do."

"Each account is the product of the correspondent's own personal observation and knowledge," he writes. "All of them are frank and forthright. They note where United States policy or practice has been good and where it has gone astray."

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NBC-New York, 10/2/61

NBC NEWS AND WNBC-TV HONORED BY RADIO-TV NEWS DIRECTORS
FOR BEST ON-THE-SPOT NEWS STORY REPORTING IN 1960

NBC News and WNBC-TV (NBC owned-station in New York), have won an award for the best on-the-spot news story reporting in 1960 for Gabe Pressman's coverage of the collision of two airliners over Brooklyn last year.

The award was given Friday, Sept. 29 at a meeting of the National Association of Radio and TV News Directors in Washington, D. C.

The citation praised NBC News and WNBC-TV for "good taste" in covering a difficult story without sacrificing important details of the Dec. 16 crash.

Burroughs 'Buck' Prince, manager of New York news for the NBC News department, accepted the award.

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NBC-New York, 10/2/61

NBC TELEVISION NETWORK NEWS

NBC-TV NETWORK PREMIERE DATES

Oct. 8-19 (All Times EDT)

SUNDAY, OCT. 8

6:30-7 p.m. -- "1,2,3,--Go!" (Premiere)

TUESDAY, OCT. 10

8:30-9 p.m. -- "Alfred Hitchcock Presents" (Season's Premiere)

WEDNESDAY, OCT. 11

10-10:30 p.m. -- "The Bob Newhart Show" (Premiere)
(COLOR)

10:30-11 p.m. -- "David Brinkley's Journal" (Premiere)
(COLOR)

SATURDAY, OCT. 14

2:30 p.m. -- "NBC-NBA Professional Basketball" series
(Season's Premiere)

5-6 p.m. -- "All-Star Golf" (Premiere)
(COLOR)

SUNDAY, OCT. 15

5-6 p.m. -- "The Nation's Future" (Season's Premiere).

NOTE: Program will be broadcast every fifth
Sunday.

THURSDAY, OCT. 19

3-4 p.m. -- "Purex Special for Women" series. (Season's
Premiere). The series of eight specials will
be broadcast on various dates.

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CREDITS FOR '1,2,3--GO!' ON NBC-TV

Time: Sundays (6:30-7 p.m. NYT)

Premiere Date: Sunday, Oct. 8

Format: Educational entertainment series for
children in which a 10-year-old boy
has far-ranging adventures.

Starring: Jack Lescoulie and Richard Thomas

Executive Producer: Irving Gitlin

Producer: Jack Kuney

Director: Charles N. Hill

Associate Producer: Leonard Safir

Written by James Ambandos

Set Design by Tom Trimble

"1,2,3--Go!" Song by Hank Beebe

Associate Director: Barbara Searles

Technical Director: Heino Ripp

Lighting Director: Bill Klages

Film Coordinator: Perry Miller

Film Editor: Herman Krell

Assistant to Producer: Lee Miller

Production Supervisor: Robert Rubin

Unit Manager: William Bard

NBC Press Representative: Howard Van der Meulen, New York

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NBC-New York, 10/2/61

NBC COLOR TELEVISION NEWS



CAST AND CREDITS FOR 'THE DINAH SHORE SHOW' COLOR BROADCAST
SEASON PREMIERE FRIDAY, OCT. 6, ON NBC-TV NETWORK

Date and Time: NBC-TV Network color broadcast Friday,
Oct. 6 (9:30-10:30 p.m. NYT),
continuing on various Fridays.

Star: Dinah Shore

Guest Stars (first show): Nanette Fabray, George Montgomery, and
Al Hirt and his group.

Cast (first show): "TV bad guys" Jack Elam, Leo Gordon,
Jack Lambert, Red Morgan, Bob Wilke
and Al Wyatt

Executive Producer: Henry Jaffe

Producer: George Schlatter

Director: Dean Whitmore

Written by Charles Isaacs and Johnny Bradford

Musical Director: Frank De Vol

Musical Numbers Staged by Nick Castle (first show)

Musical Routines: Ticker Freeman

Special Musical Material: W. Earl Brown

Choral Director: George Wyle

Unit Manager: Sil Caranchini

Production by Sewanne Productions

Sponsors (and Agencies): American Dairy Association (Compton
Advertising Inc.), S & H Green
Stamps (Sullivan, Stauffer, Colwell
& Bayles Inc.)

Origination: NBC Color City, Burbank, Calif.

NBC Press Representative: Norm Frisch (Hyd.); Al Cammann (N.Y.).

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October 4, 1961

Attention, Sports Editors

MENNEN, SUNBEAM AND ANHEUSER-BUSCH WILL SPONSOR
1961-62 PRO BASKETBALL BROADCASTS ON NBC-TV

Twenty-three professional basketball games will be televised nationally by the NBC-TV Network on Saturday afternoons during the 1961-62 season starting Oct. 14, according to the schedule of TV contests announced by Maurice Podoloff, president of the National Basketball Association, and Tom S. Gallery, NBC Sports Director.

Mr. Gallery also announced that sportscaster Bud Palmer would be the courtside commentator for the basketball games. Palmer was an All-American basketball player at Princeton and starred in pro ranks with the New York Knickerbockers.

Advertisers who have purchased sponsorship in the basketball sportscasts, and their agencies, are the Mennen Company, through Grey Advertising Inc.; the Sunbeam Corporation, through Foote, Cone & Belding Inc.; and Anheuser-Busch Inc., through Gardner Advertising Company.

This will be the eighth straight year that NBC-TV is televising pro basketball. The 23-game TV slate includes 18 regular-season contests, four playoff tilts and a pre-season exhibition Saturday, Oct. 14. In the opener, the St. Louis Hawks, champions of the Western Division of the NBA last year, play the Cincinnati Royals, led by last season's "Rookie of the Year," Oscar "Big O" Robertson, at Cincinnati Gardens.

(more)

The first regular-season game to be televised will have the Philadelphia Warriors, with their record-breaking pointmaker and rebounder, Wilt Chamberlain, playing hosts to the New York Knickerbockers Saturday, Oct. 21, at Convention Hall.

The weekly basketball series will skip three Saturdays during the season -- Dec. 16, Dec. 30 and Jan. 6 -- when NBC-TV will televise football games. TV time for almost all of the games will be 2:30 p.m. NYT.

The NBA launches its 16th year of operation with one new team, the Chicago Packers. The first TV contest for the newly formed club will be Saturday, Nov. 11, against Cincinnati. The league now has nine teams, five in the Western Division and four in the Eastern Division.

Two teams, Philadelphia and Detroit, each will have three home games televised during the season. Boston, Chicago, Cincinnati, New York and Syracuse each will be seen twice on TV on their home courts, with Los Angeles and St. Louis appearing once at home. In addition, Cincinnati will play the pre-season exhibition at home.

Among the brilliant performers to be seen in action during the season will be -- in addition to Chamberlain and Robertson -- Los Angeles' Elgin Baylor, who was runner-up in the scoring race last season; Bob Pettit of St. Louis, Syracuse veteran Dolph Schayes, the league's all-time high scorer; Bob Cousy, another of the league's all-time greats, and defensive ace Bill Russell, both of the NBA champion Boston Celtics.

The many outstanding newcomers include two collegiate All-Americans on the Chicago club, Indiana's Walt Bellamy and North Carolina's York Larese.

NBC-TV's pro basketball coverage will be produced by Lou Kusserow, with Ted Nathanson and Harry Coyle as directors.

NBC TELEVISION NETWORK NEWS

October 4, 1961

REMINISCENCES ON ROMMEL BY BRITISH GENERAL INCLUDED

IN CAPSULE DOCUMENTARY AT END OF 'THE DESERT FOX'

Feature Is First of TV Postscripts to 'Saturday Night at the Movies'

Amateur historians, of World War II interested in the career of Field Marshal Erwin Rommel, will get authentic data on the German officer's career from Brigadier General Desmond Young on Saturday, Oct. 21, immediately following presentation of "The Desert Fox" on NBC-TV's "Saturday Night at the Movies" (9-11 p.m. EDT).

General Young, the British officer whose book "Rommel" inspired the film "The Desert Fox," will give the TV audience an account of the events which followed Rommel's death, illustrating his story with seldom-seen German newsreel footage.

The portion of the program featuring General Young will be the first in a series of short documentaries to be added as postscripts to full-length feature films in the two-hour viewing period.

An Oct. 21 highlight will be a letter handwritten by Rommel to Hitler, protesting arrest of General Hans Speidel for complicity in an attempt on Hitler's life. Ten days after the letter was written, Rommel himself was arrested for his part in the plot. The letter has never been shown to the public before.

General Young will narrate film clips showing Rommel's early life, with views of his son Manfred, who learned of his father's death a half-hour after it occurred and then surrendered to the French, and of Frau Rommel, whose cooperation made the book "Rommel" possible.

(more)

2 - 'Saturday Night at the Movies'

Producer-Director Barry Shear brought General Young to NBC's Burbank, Calif. studios for taping the 10-minute documentary.

The general, now retired and a resident of the Isle of Sark in the English Channel, was captured by Rommel in June, 1942. He spent 16 months as a prisoner in Italy, then escaped to Switzerland and finally made his way back to England.

James Mason and Jessica Tandy star in "The Desert Fox."

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NBC-New York, 10/4/61

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

October 5, 1961

NBC NEWS TO OFFER LIVE TV AND RADIO COVERAGE
OF SATURN MISSILE'S FIRST FLIGHT TEST

The first flight test of America's huge new Saturn missile, expected about the middle of this month, will be covered live on the NBC Television and Radio Networks.

NBC News correspondent Roy Neal will be anchorman for the TV coverage, and James Kitchell will direct. Neal and Kitchell, who have worked on the coverage of a number of missile launchings over the past few years, headed the widely acclaimed TV coverage of the space flight of astronaut Alan B. Shepard last Spring.

The Saturn test will be the first experimental launching of this rocket, the largest space vehicle under development in the United States. The Saturn is designed to send payloads of several tons into earth orbit, to the moon and into outer space. A main purpose of the Saturn is manned space exploration leading to lunar landings of men and equipment.

The first launching of the rocket will test its booster, or first stage. The upper stages of the vehicle will be "inert" and will not be fired in the initial launching.

The NBC News coverage will use three cameras at Cape Canaveral, Fla. The news team will also use a tape recorder to record the launching for showings after the live broadcast. The coverage will be supervised by Elmer W. Lower, NBC's Director of News and Public Affairs.

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WALTER D. SCOTT TO DISCUSS TRENDS IN NBC-TV NEWS PROGRAMMING
AND OTHER TV TOPICS IN TWO ADDRESSES

Walter D. Scott, Executive Vice President of the NBC Television Network, will discuss trends in NBC-TV news and informational programming and the broadcaster's responsibility to program for the tastes of a total audience, in two speaking engagements this month.

Mr. Scott will also cite the upsurge in advertiser support of news and actuality programs on NBC-TV. He will first address the Presidents' Banquet of the Douglas Fir Plywood Association in Portland, Ore., on Oct. 11. On Oct. 31, Mr. Scott will speak before the Pittsburgh Advertising Club in Pittsburgh, Pa.

Douglas Fir Plywood Association is a co-sponsor with Pittsburgh Plate Glass Company of the new NBC-TV color series, "David Brinkley's Journal" (Wednesdays 10:30-11 p.m. NYT).

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NBC-New York, 10/5/61

NBC-AFFILIATED STATIONS WSB-TV, ATLANTA, AND WDSU-TV, NEW ORLEANS
(PLUS WNBC-TV, N.Y.), CITED FOR REPORTING BY NEWS DIRECTORS GROUP

Two affiliated stations of the NBC Television Network -- WSB-TV in Atlanta and WDSU-TV in New Orleans -- joined the NBC-owned WNBC-TV in New York in winning awards for local news reporting.

The awards were presented by the Radio Television News Directors Association convention in Washington, D. C.

The award to WNBC-TV, as previously announced, was for Gabe Pressman's on-the-spot reporting of the collision of two airliners over Brooklyn on Dec. 16, 1960.

The awards to WSB-TV and WDSU-TV both concerned desegregation in New Orleans. WDSU's award was for a series of more than a dozen documentaries entitled "School Crisis '60," a filmed exploration of desegregation in New Orleans.

The Atlanta station won an award for "Desegregation: New Orleans," a half-hour documentary about New Orleans and how Atlanta might benefit by the example.

The program concluded with an editorial by Ray Moore, WSB-TV news director, on how Atlanta could -- without violence -- erase racial barriers in its public schools. Last month, Atlanta ended school segregation peacefully.

News director at WDSU-TV is John Corporon.

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NBC-New York, 10/5/61

CREDITS FOR PROFESSIONAL BASKETBALL GAMES ON NBC-TV NETWORK

Day and Time: Saturdays 2:30 p.m. NYT, starting Oct. 14 and continuing through April 7, 1962 (except on March 17 and March 24, when it will be 2 p.m. NYT).

Coverage: TV broadcasts of 23 National Basketball Association games -- 18 regular-season contests, four playoff games and one pre-season exhibition (St. Louis Hawks vs. Cincinnati Royals Oct. 14). This will be eighth consecutive season that NBC-TV is televising pro basketball.

Originations: Three regular-season games from Detroit and Philadelphia; two games from Boston, Chicago, Cincinnati, New York and Syracuse; one game from St. Louis and Los Angeles.

Commentator: Bud Palmer.

Producer: Lou Kusserow.

Directors: Ted Nathanson and Harry Coyle.

Sponsors (and Agencies): Mennen Company (Grey Advertising Inc.); Sunbeam Corporation (Foote, Cone & Belding Inc.); Anheuser-Busch Inc. (Gardner Advertising Company).

NBC Press Representative: Bob Goldwater (New York).

2-X-H NBC TRADE NEWS

October 6, 1961

'THE MOST COMPREHENSIVE END-OF-THE-WEEKEND NEWS WRAPUP'

NBC NEWS CORRESPONDENT FRANK McGEE STARTING THREE-HOUR SUNDAY
SEGMENT OF NEWS AND FEATURES ON NBC RADIO'S "MONITOR '61"

"The most comprehensive end-of-the-weekend news wrapup in any medium" will be started Sunday night (Oct. 8) on NBC Radio's "Monitor '61" when NBC News correspondent Frank McGee begins a weekly three-hour segment of news and news features.

The announcement was made today by William K. McDaniel, Executive Vice President, NBC Radio Network.

"From 7-10 p.m. (NYT) each Sunday evening," Mr. McDaniel said, "NBC Radio will present news coverage on an unprecedented scale. With one of broadcasting's top newsmen as anchorman, we will be able to go far beyond the headlines to probe into the meaning and significance of world events. Within this most flexible format -- typifying NBC Radio's unique ability to respond affirmatively to the changing needs of its audience -- Frank McGee will be freed from any time limitations in presenting all the news in this time of world crisis."

Backed up by the award-winning worldwide staff of NBC News, McGee will present all the late news, plus human interest stories and analysis in depth. The new "Monitor" segment is in addition to NBC Radio's regular Sunday schedule of "World News Roundup," "News on the Hour," "Meet the Press" and other news features.

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"This evolutionary change in the 'Monitor' format," Mr. McDaniel said, "fills an important void in news coverage. The American people have never been more concerned about world events and their thirst for the news has never been more demanding. NBC Radio feels that three hours on Sunday night will help to meet this demand."

Mr. McGee's segment will have the advantage of "Monitor's" flexible format, with music and entertaining sound features in addition to NBC News coverage, Mr. McDaniel said.

George Harvey, head of NBC Radio's Affiliate Executive Committee, called the new format "a fine idea" and "an important refinement in the programming which the network provides."

Jimmy Wallington, broadcasting veteran and well-known radio personality, will be announcer on the three-hour segment.

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NBC-New York, 10/6/61

NBC TELEVISION NETWORK NEWS

"THE ADMINISTRATION'S DOMESTIC RECORD: SUCCESS OR FAILURE?"

Secretary Ribicoff and Senator Dirksen Will Debate Question
On Program Opening Second Year of "The Nation's Future"

FOR RELEASE MONDAY A.M., OCT. 9

The achievements and disappointments of President Kennedy's domestic program, which have emerged as a political issue in the past few weeks, will be debated Sunday, Oct. 15 on NBC-TV's "The Nation's Future" (5-6 p.m. EDT). The subject will be "The Administration's Domestic Record: Success or Failure?"

Secretary of Health, Education and Welfare Abraham A. Ribicoff will argue that the Administration's accomplishments have been considerable. Senator Everett M. Dirksen (R.-Ill.), Senate minority leader, will charge that the Kennedy program came far short of the promise of a "New Frontier."

With this debate, "The Nation's Future," NBC's news-making and award-winning series of debates on topics of major importance, will begin its second year of broadcasting. The program will be presented every fifth Sunday from 5 to 6 p.m. NYT. Edwin Newman is moderator of the series. Irving Gitlin is executive producer and Arthur Barron producer.

The first program (and the Jan. 28 program) will be sponsored by Lincoln-Mercury division of the Ford Motor Company. The opening debate will be held before a specially invited studio audience in NBC's Chicago studios Wednesday, Oct. 11 and will be recorded on tape for broadcast Oct. 15. After the speakers have presented their views and

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discussed the issues, they will answer questions from the audience, including members of the press.

Barron said recent attacks on the Administration's domestic program by Republican leaders, including former President Eisenhower, and White House plans to push legislation through the next session of Congress point up the importance of the Ribicoff-Dirksen debate at this time. When the 87th Congress returns Jan. 10 for an election-year session, political observers expect a battle over measures which failed of passage at its first session -- especially aid to education, medical care for the aged and creation of a Cabinet Department of Urban Affairs. To bring public pressure to bear on Congress, White House political advisers plan to have policy-making members of the Administration conduct seminars in several key cities.

Secretary Ribicoff currently is making a series of speeches in support of the President's program. In Washington Oct. 5 he told 1,000 leading educators that they didn't "care about education," and he pledged to fight for an education aid bill in the next session of Congress.

The Administration's record also is expected to be a leading issue in coming primary elections and next year's House elections.

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NBC-New York, 10/6/61

NBC COLOR TELEVISION NEWS



October 6, 1961

PREMIERE OF "DAVID BRINKLEY'S JOURNAL"

British Press, Unusual Sightseeing Tour of U.S. and Visit
To a Boom Town Are Topics for Color Program

David Brinkley will take a close look at the British popular press on the premiere of his new weekly color program (on NBC-TV Wednesday, Oct. 11, 10:30-11 p.m. EDT).

For the start of "David Brinkley's Journal," the NBC News correspondent will examine a sampling of the coverage of the London Daily Mirror and will interview its publisher, Cecil Harmsworth King. King says in the interview, filmed in London, that the Daily Mirror has the largest newspaper circulation in the world, is read each day by 40 percent of the adults of the United Kingdom and its aim is not news but entertainment.

When asked why the paper recently played a murder story on the front page and the Berlin crisis on the last, the publisher replied: "The situation in Berlin is very dangerous, and if we put it on the first page it creates a sort of war hysteria." King describes American newswriting as "the most turgid journalism in the world" and as "acres and acres of soggy boredom."

Brinkley will consider the question of whether editorial comment by the British popular press is worth quoting in American newspapers and whether it should be answered by U. S. officials.

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Another segment of the program will be devoted to what Brinkley describes as a quick sightseeing trip of the U. S. from coast to coast, with views of the nation's billboards, slums and junk car lots. It will be accompanied by appropriate background music.

The third feature of the program will be a visit to Cocoa Beach, Fla., a boom town that has sprung up near the Cape Canaveral missile testing center. Brinkley will study there the "expensive, gaudy side effects of the space age on the ground."

"David Brinkley's Journal" is sponsored by the Douglas Fir Plywood Association and the Pittsburgh Plate Glass Co.

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NBC-New York, 10/6/61

NBC-TV NETWORK PROGRAM

MONTANAN IS AWARDED EARL GODWIN MEMORIAL FELLOWSHIP

The Earl Godwin Memorial Fellowship has been awarded to Donald L. Oliver of Billings, Mont., by the Graduate School of Journalism at Columbia University.

The fellowship was established by the Radio Corporation of America and the National Broadcasting Company to honor NBC News correspondent Earl Godwin, who died in 1956.

Oliver has served most recently as news director of KIFI-TV in Idaho Falls, Idaho. He was previously on the staffs of KXLJ in Helena, Mont; KFBB in Great Falls, Mont; and KHQ in Spokane, Wash. In 1958 he was graduated from the University of Montana, where he majored in Journalism.

The fellowship for a year's study is awarded annually at the School of Journalism on the basis of scholastic achievement and journalistic aptitude.

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NBC-New York, 10/9/61

October 10, 1961

NBC FILMS REPORTS \$2,000,000 SALES FOR
THIRD QUARTER, SETTING NEW RECORD

NBC Films made sales exceeding \$2,000,000 during the fiscal quarter ending Oct. 1, it was announced today by Morris Rittenberg, President of NBC Films. Mr. Rittenberg said that this represents the highest gross sales attained during any quarter since the National Broadcasting Company has been concerned with the syndication of filmed television programs.

This gross sales volume for the third quarter is due to recent sales of "The Best of Groucho," "The Deputy," and the sale of "Royal Canadian Mounted Police" to the McCulloch Company, a chain-saw manufacturing firm, to be televised in 87 markets in this country, according to Mr. Rittenberg. He predicted that fourth quarter sales will be as high as the third, since individual station sales and ratings will be known and can be used for promotional use.

Mr. Rittenberg cited the "Best of Groucho" as a unique property, having been "stripped" successfully in different time periods in at least three major markets. It is programmed by WPIX in New York at 11 p.m., by KTTV in Los Angeles at 7:30 p.m., and by WGN-TV in Chicago at 11 a.m. It is sold out in all three markets.

Mr. Rittenberg explained the structure of the newly-created NBC Films Sales Department: "We have developed an experienced and creative sales organization. Our salesmen are located in seven key geographical centers throughout the country. They are keenly aware of the programming and selling policies among the stations and agencies in

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their territories and are expected to work closely with their personnel. More importantly, they will only be concerned with the sale of four or five quality series each year, as NBC Films will only distribute programs which have enjoyed successful network runs and will be available for the first time off the network."

NBC Films Sales Division is organized as follows:

William P. Breen is National Sales Manager.

Clifford E. Ogden is Sales Representative, Southwest.

Robert C. Blackmore is Sales Representative, Northwest.

Richard Baldwin is Sales Representative, North Central.

William Wineberg is Sales Representative, South Central.

Robert Brenner is Sales Representative, Northeast.

Henri C. Profonius is Sales Representative, Southeast.

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NBC-New York, 10/10/61

NBC TELESales HOST TO MANHATTAN ADVERTISING EXECUTIVES
AT COLOR BROADCASTS OF WORLD SERIES

NBC TeleSales brought the excitement of the 1961 World Series, including the hot dogs and cold drinks, to busy Manhattan advertising executives at an open house in the RCA Building, New York, during the broadcasts of the Series.

Several hundred agency executives were guests of NBC TeleSales in a special color television viewing room last Wednesday, Thursday and Monday, said Jerry Madden, Director, NBC TeleSales.

Adding to the atmosphere of the stadium were two hawkers who kept the viewers supplied with refreshments throughout the playing of the Series. Approximately 100 persons watched the games each day in a room containing large-screen TV receivers in both color and black-and-white.

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NBC-New York, 10/10/61

'LOOK' MAGAZINE SPOTLIGHTS JOHN CHANCELLOR OF 'TODAY'

John Chancellor, host of NBC-TV's "Today" show (Monday through Friday, 7-9 a.m. EDT), is the subject of a three-page picture story in the Oct. 24 issue of "Look" magazine, now on sale.

The article is entitled "Garroway's Successor." It describes how Chancellor, NBC News' former Moscow correspondent, was selected for Dave Garroway's post on "Today" when NBC executives were impressed by his wide range of interests.

The story also chronicles Chancellor's typical day during which his "Today" assignment often keeps him on the go from 3:30 a.m., when he wakes up, until he arrives home at 7 p.m. "when it's just about time to go to bed." Chancellor's background and earlier jobs for NBC News in Chicago and overseas are also covered in the story.

The photo layout includes pictures of Chancellor taken by "Look" five years ago while he was covering a local story for NBC in Chicago. Other pictures show Chancellor at work on "Today" and relaxing at home with his wife, Barbara.

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NBC-New York, 10/10/61

CREDITS FOR 'THE BOB NEWHART SHOW' ON NBC-TV

Title: "The Bob Newhart Show"

Time: NBC-TV Network color series Wednesdays
10-10:30 p.m. NYT

Premiere: Wednesday, Oct. 11, 1961

Starring: Bob Newhart

Produced by Armanco Productions Inc.

Format: Satirical monologues by Newhart, who also
will perform in comedy sketches with his
guests.

Executive Producer: Frank J. Hogan

Producer: Roland Kibbee

Director: Coby Ruskin

Associate Producer and
Scenic Designer: Edward Stephenson

Writers: Roland Kibbee, Bob Newhart, Bob Kaufman,
Charles Sherman, Norman Leibman

Announcer: Dan Sorkin

Music Director: Paul Weston

Associate Director: Rick Oxford

Sponsors (and Agencies): Sealtest Division of National Dairy
Products Corp. (N. W. Ayer & Son)
(Eastern and Central States); and All-
state Insurance Corp. (Leo Burnett Co.)
(in Western states)

NBC Press Representatives: Don Jones, Hollywood; Al Cammann, New York.

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NBC-New York, 10/10/61

October 10, 1961

—'ASK WASHINGTON' RETURNS TO NBC-TV NETWORK—
— - —
NBC Newsmen to Answer Viewers' Questions on Public Events

"Ask Washington," the NBC News weekly question-and-answer program, returns to the NBC-TV Network Saturday, Oct. 14.

The program will follow the Saturday pro basketball games, which are expected to end at approximately 4:30 p.m. EDT. It will continue until 5 p.m. EDT. It will not be presented on days when there is less than 10 minutes' air time between the end of the game and 5 p.m.

A three-man panel of NBC News correspondents will answer questions sent in by viewers on such topics as government, politics and foreign affairs. The program will be moderated by Bryson Rash. Occasionally Washington correspondents from other news organizations will serve as guest panelists.

"Ask Washington" has been broadcast periodically since it originated as an NBC News feature during the 1952 conventions. Viewers were invited to phone in questions to the NBC studios in Chicago -- and 10,000 calls came in. Since then, at the request of the telephone company, NBC News has invited viewers to write or telegraph questions to "Ask Washington," Box 4, Washington 4, D. C.

The program will originate live in NBC studios in Washington. It will be produced by William B. Monroe, Jr., Manager of NBC News in Washington.

NBC-TV NETWORK PROGRAM

HIGH SCHOOL NEWSPAPER EDITORS IN N.Y. AREA TO ATTEND

NBC-TV STUDENT WORKSHOP FOR 'UPDATE' PROGRAM

More than 160 high school newspaper editors from the New York City area have been invited to attend a special NBC-TV Student Workshop in connection with the network's teenage news program, "Update."

The workshop will be held Saturday, Oct. 14, from 11 a.m. to 2:30 p.m. at the Little Theatre in the Helena Rubinstein Building (655 Fifth Ave.). Helena Rubinstein is the sponsor of "Update," broadcast on NBC-TV Saturdays at 12 Noon NYT.

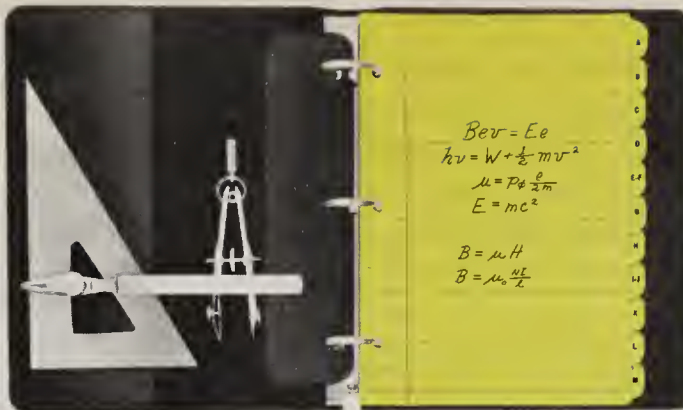
Students at the session will view the Oct. 14 "Update" program and meet Robert Abernethy, the program's on-the-air editor and NBC News' Washington correspondent. In addition, members of NBC News and Public Affairs departments will attend to discuss television journalism and career opportunities in TV.

Young editors at the workshop also will receive details of a special feature writing contest and information on how they can qualify for the program's student interview segment. The latter is a weekly feature on "Update" in which a teenager interviews, on film, a prominent person of his own choosing.

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NBC-New York, 10/10/61

2-X-H



CONTINENTAL CLASSROOM

NBC TELEVISION NETWORK

6:00-7:00 AM MON.-FRI.

October 11, 1961

EDWARD R. MURROW TO BE INTERVIEWED IN 'CONTINENTAL CLASSROOM'
ON IDEOLOGICAL CONFLICT BETWEEN EAST AND WEST

Edward R. Murrow, Director of the United States Information Agency, will be interviewed on the ideological struggle between East and West when he appears on the NBC-TV Network's "Continental Classroom" Monday, Oct. 23.

Murrow, former CBS commentator, will be seen on a program taped in Washington and devoted entirely to the interview conducted by Dr. Peter H. Odegard, regular instructor on the "Continental Classroom" course in American Government.

Murrow will be asked how the USIA carries out its propaganda mission, how it determines the interests of its overseas audiences, how it reaches them, whether it tries to "sell" America to the world, how it treats U. S. racial problems and how it uses the various communications media.

He will also be asked about the size of the USIA budget and how it compares with similar spending by the Soviet Union, how the agency deals with the problems posed by America's "open" society, how it fits into the overall structure of the Federal Government, and whether U. S. propaganda can be separated from U. S. policy.

(more)

Other forthcoming programs on "Continental Classroom," which is broadcast in color coast-to-coast Monday through Friday (6:30 to 7 a.m. local time) include:

Thursday, Oct. 19 -- Civil Rights and Social Democracy:

An examination of civil rights, including freedom of speech, press and association, equal protection and due process of law, and their importance in relation to such political rights as the right to vote and the right to hold office.

Friday, Oct. 20 -- Democracy and the Cold War: A look at

Communist beliefs that the goals of social democracy are more important than political democracy or civil rights, that Communism is the wave of the future and that the USSR and its satellites must accelerate this process by subversion, sabotage, social revolution and even open war.

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NBC-New York, 10/11/61

NBC TELEVISION NETWORK NEWS

October 11, 1961

'DU PONT SHOW OF THE WEEK'

Harpo Marx to Be Silent Emcee and Viewers' Guide
For "The Wonderful World of Toys"

Harpo Marx, in a rare television performance, will star as silent emcee and viewers' guide through "The Wonderful World of Toys" on NBC-TV's full-hour "Du Pont Show of the Week" Sunday, Nov. 12 (10 p.m. EST. Note: The program, previously announced as a color presentation, will be broadcast in black and white only.)

Co-producers John A. Aaron and Jesse Zousmer said that the entertainment spectacle treating "the pure and simple joy of toys" will be filmed and taped in its entirety on location in New York City's Central Park.

"The Wonderful World of Toys" will be directed by Roger Englander and staged by Richard Barstow from a script by George Foster. The musical score will be composed and conducted by Harry Sosnik.

"The Wonderful World of Toys" will be presented from 12 different locations in Central Park. It will mark the first TV production to originate entirely from the largest municipal park in the United States. Central Park, bounded by 59th and 110th Streets, Central Park West and Fifth Avenue, has 840 acres with an assessed valuation of \$500,000,000.

Production of the TV extravaganza will begin there Monday, Oct. 16, and will continue for 10 days. The program will present "music and dancing and singing and comedy, people who entertain and people who are entertained by toys," and will showcase thousands of toys, ranging in size from rubber balls to giant seven-foot stuffed animals.

(more)

Harpo, one of the five Marx Brothers, is a native of Manhattan. He earned his nickname and learned to play the harp after being fired as a pianist in a New York City saloon more than 50 years ago. He made his stage debut in Coney Island as a pantomimist (a victim of stage fright) and has not spoken on-stage or on-camera since then. He was seen on NBC-TV Feb. 18, 1957 (with brothers Groucho, Chico, Zeppo and Gummo), on the "Tonight" show starring Steve Allen, and on Jan. 29, 1961, in "Swinging at the Summit" on "The Chevy Show."

Barstow has choreographed and directed the Ringling Brothers Barnum and Bailey Circus since 1952 and has staged and directed scores of hit Broadway revues, television musicals and motion pictures. Englander's numerous TV direction credits include the "Bell Telephone Hour" on NBC-TV and "Young People's Concerts with Leonard Bernstein" on CBS-TV. Foster is the writer of scripts for three other "Du Pont Show of the Week" hours on NBC-TV: "Happy with the Blues," "USO-- Wherever They Go!" and a special Christmas Eve musicale with Fred Waring and his Pennsylvanians.

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NBC-New York, 10/11/61

NBC-TV NETWORK PROGRAM

"HERE'S HOLLYWOOD" SHOW WILL VISIT NEW YORK
TO INTERVIEW TV AND STAGE STARS

NBC-TV's "Here's Hollywood" show will take to the road again and become -- for a short time only -- "Here's Hollywood in New York." Co-hosts Helen O'Connell and Jack Linkletter plus production personnel will come East next week to tape interviews with television and stage stars who live and work in the New York area.

The interviews will be taped between Oct. 21 and Oct. 29 at the celebrities' homes and at the Roosevelt Hotel, where the show will make its headquarters during the New York stay. The production group will be headed by executive producer Peer Oppenheimer, producer William Kayden, director Van Fox and writer Liz Murphy. The programs taped in New York will be broadcast starting in late November.

"Here's Hollywood" recently traveled to Hawaii for interviews with film stars on location. Since its premiere in September, 1960, the show has also visited Paris, Rome, Stockholm and Japan to interview theatrical headliners, and additional trips are planned to other European cities and to Alaska.

"Here's Hollywood" is presented on NBC-TV Mondays through Fridays, 4:30 to 4:55 p.m. NYT.

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NBC-New York, 10/11/61

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

October 12, 1961

JACK PAAR SIGNS NEW NBC CONTRACT TO BEGIN WEEKLY SERIES
OF MAJOR PRIME-TIME COLOR PROGRAMS NEXT FALL

- - -
Will Leave 'Jack Paar Show' March 30, 1962

Jack Paar has signed a new contract with the National Broadcasting Company and will begin a weekly series of major prime-time programs next Fall, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

Mr. Paar will terminate his participation in the present "Jack Paar Show" on Friday, March 30, 1962, Mr. Scott said. The popular NBC-TV late-evening program will continue Monday-through-Friday nights with another outstanding television personality -- to be announced later -- as host.

"NBC is delighted that television's most talked-about personality -- and the man who has discovered more talent than anyone else in the history of the medium -- will be back for the 1962-63 season, and for seasons to come," Mr. Scott said. "The new program will be live and in color. Its format will be comparable to the present 'Jack Paar Show,' with big-name guest attractions, and we are confident it will be a high-spot in next season's television schedule."

"The Jack Paar Show" began on NBC-TV July 29, 1957, under the title "Tonight," and from the start has been a showcase for America's leading personalities and for fresh talent. Some of the personalities Paar has boosted to top-star rating are Joey Bishop, Genevieve, Hans Conried, Bob Newhart, Shelley Berman, Phyllis Diller, Pat Harrington Jr., Peggy Cass, Betty Johnson, Alexander King, Phil Ford and Mimi Hines, Cliff Arquette, Selma Diamond, Dick Gregory and Nipsey Russell.

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October 12, 1961

AMERICAN PHYSICIANS AND LAWYERS RANK NBC AS LEADER
IN TV JOURNALISM, ACCORDING TO TWO NEW
INDEPENDENT NATIONAL SURVEYS

- - -

Walter D. Scott Announces Results of Studies

American physicians and lawyers, according to two new independent national surveys, rank NBC as the leader in television journalism, it was announced yesterday (Oct. 11) by Walter D. Scott, Executive Vice President, NBC Television Network.

Addressing the Presidents' Banquet of the Douglas Fir Plywood Association in Portland, Ore., Mr. Scott announced the results of studies conducted by Richard Manville Research among members of the American Medical Association and the American Bar Association. The findings were similar to those of last month's report on the preference of United States Congressmen for NBC's presentation of television news and public affairs.

In both of the new studies, NBC emerged as the network (together with its affiliates) thought to have the most thorough news coverage, the network believed to be doing the best job of programming special shows analyzing and interpreting news events, as well as the one considered best in informing the public about current national and international issues. As many doctors and lawyers chose NBC in each category as selected CBS and ABC combined.

Among commentators, David Brinkley and Chet Huntley once again stand out ahead of all other newscasters in both studies. (Brinkley's

(more)

2 - Surveys

new series, "David Brinkley's Journal," with Douglas Fir Plywood Association as a co-sponsor, started on NBC-TV last night (Oct. 11 -- 10:30-11 p.m. EDT).

The doctors' study was conducted last July among participants in the American Medical Association Annual Conference in New York City. Altogether, 454 physicians were interviewed. The lawyers' study was conducted among participants at the 84th annual meeting of the American Bar Association in St. Louis last August, which involved a sampling of 500 lawyers.

On all news and public affairs performance measures, NBC ranked best in both surveys. The results:

		<u>Doctors</u>	<u>Lawyers</u>
Watch most for the news	NBC	53%	57%
	CBS	39	36
	ABC	8	7
Has most thorough news coverage	NBC	48	52
	CBS	46	38
	ABC	6	10
Does best job of putting on special programs analyzing and interpreting news events.	NBC	55	54
	CBS	40	37
	ABC	5	9
Does best job of informing the public about important current national and international issues	NBC	49	51
	CBS	42	43
	ABC	9	6

NBC's Huntley-Brinkley team scored well ahead of all other commentators among both doctors and lawyers, with NBC's Martin Agronsky and Frank McGee also showing strength.

In summary, Mr. Scott said, NBC's record in the area of news and public affairs programming was strongly endorsed by people belonging to two important groups of opinion leaders. This, he added, substantially reflects the continued efforts spent by NBC in this area.

(more)

3 - Surveys

Last month, results of an earlier survey of members of the United States Congress showed that more than 60% of the Senators and Representatives interviewed reported that NBC News is doing the best job of presenting complete news coverage. The same survey acclaimed NBC as the best producer of current-events information programs and best serving the overall interests of its viewers and the general public.

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NBC-New York, 10/12/61

CAST AND CREDITS FOR "MACBETH," TWO-HOUR COLOR FILM PRODUCTION
TO BE REPEATED ON NBC-TV'S "HALLMARK HALL OF FAME,"
FRIDAY, OCT. 20 -- 8:30 TO 10:30 P.M. EDT

Maurice Evans

Judith Anderson

in

William Shakespeare's

"Macbeth"

Also Starring

Michael Hordern

Ian Bannen

and

Felix Aylmer

Malcolm Keen

Valerie Taylor

Megs Jenkins

Jeremy Brett

William Hutt

Charles Carson

Trader Faulkner

and

George Rose

(as the Porter)

Produced and Directed by George Schaefer

Music composed by

Richard Addinsell

Music conducted by

Muir Mathieson

Director of photography:

Fred A. Young

Art Director:

Edward Carrick

Costume Designer:

Beatrice Dawson

Film production supervised by: Phil C. Samuel and Anthony Squire

Film consultants: Grant Leenhouts and Sidney Kaufman

* * *

Sponsor:

Hallmark Cards, Inc.

Agency:

Foote, Cone and Belding

(more)

Origination:

Filmed in Scotland, and in Elstree
Studios, London.

NBC Press Representative: Noreen Sherlock, New York.

* * *

THE CAST

MACBETH:	Maurice Evans
LADY MACBETH:	Judith Anderson
BANQUO:	Michael Horder
MACDUFF:	Ian Bannen
DOCTOR:	Felix Aylmer
DUNCAN:	Malcolm Keen
FIRST WITCH:	Valerie Taylor
GENTLEWOMAN:	Megs Jenkins
MALCOLM:	Jeremy Brett
ROSS:	William Hutt
CAITHNESS:	Charles Carson
SEYTON:	Trader Faulkner
PORTER:	George Rose
ANGUS:	Brewster Mason
MENTEITH:	Simon Lack
FLEANCE:	Scot Finch
BLOODY SERGEANT:	Robert Brown
SECOND WITCH:	Anita Sharp-Bolster
THIRD WITCH:	April Olrich
FIRST MURDERER:	Michael Ripper
SECOND MURDERER:	Douglas Wilmer
DONALBAIN:	Barry Warren

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NBC-New York, 10/12/61

CREDITS FOR "WHAT'S WRONG WITH MEN?"--A "PUREX SPECIAL FOR WOMEN"

Program: "What's Wrong with Men?"
SERIES: "Purex Special for Women"
TIME: NBC-TV Network Thursday, Oct. 19
(3 to 4 p.m. EDT)
STAR: James Daly
CAST: Lori March and Dean Stolber
REPORTER: Pauline Frederick
FORMAT: Dramatic documentary
EXECUTIVE PRODUCER: Irving Gitlin
PRODUCER: George Lefferts
DIRECTOR: Lela Swift
WRITER: George Lefferts
SET DESIGN: Don Swanagan
RESEARCH SUPERVISOR: Barbara Loeb
COSTUME DESIGN: Guy Kent
ORIGINATION: NBC Color Studios in Brooklyn, N. Y.
SPONSOR: The Purex Corporation
AGENCY: Edward H. Weiss and Company
NBC PRESS REPRESENTATIVES: Betty Lanigan, New York; Kay
Mulvihill, Hollywood

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NBC-New York, 10/12/61

CHET HUNTLEY AND DAVID BRINKLEY TO BE TARGETS OF 'CLOSE-UP,'

ATAS ANNUAL LAMPOON OF TOP TV PERSONALITIES

FOR RELEASE WEDNESDAY A.M., OCT. 18

NBC News correspondents Chet Huntley and David Brinkley will be the targets of the Academy of Television Arts and Sciences' "Close-Up," the organization's annual lampoon of well-known television personalities, on Nov. 30.

The event, to be held at a dinner in the Grand Ballroom of the Astor Hotel in New York, will be the fourth to be sponsored by the Academy's New York Chapter. Milton Berle, Arthur Godfrey and Ed Sullivan have been targets at previous "Close-Ups."

Huntley and Brinkley have gained distinction as broadcast newsmen through their work as anchormen of the NBC coverage of the past two national political conventions and other events, and through the "Huntley-Brinkley Report," "Chet Huntley Reporting," "David Brinkley's Journal" and many special NBC News programs.

Betty Furness, President of the Academy's New York Chapter, said that "although our 'Close-Up' follows the time-honored tradition of all lampoons -- poking gentle fun at our guests -- we feel that the selection of two individuals such as Chet Huntley and David Brinkley as this year's targets only points up the high respect and sincere honor that the Academy has for them and for their contributions to the particular area of broadcasting which they represent."

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NBC TELEVISION NETWORK NEWS

October 16, 1961

'JACK PAAR SHOW' TO ORIGINATE IN HOLLYWOOD TWO WEEKS

"The Jack Paar Show" will originate in Hollywood during the weeks of Nov. 13 and Nov. 20 on NBC-TV (11:15 p.m. to 1 a.m. EST, in black and white only).

Pianist-conductor Jose Melis and author-raconteur Alexander King will accompany Paar on the West Coast visit. Announcer Hugh Downs will be on vacation at that time, traveling in the Middle East. Ed Reimers will be the announcer for the two-week Hollywood originations.

The shows will be taped in Hollywood on the first four days of each of the two weeks. The tapes will be flown back to New York and broadcast Tuesday through Friday, Nov. 14-17 and Nov. 21-24. On Monday, Nov. 13 and Monday, Nov. 20 "The Best of Paar" repeat shows (in color) will be presented in the Eastern and Central time zones.

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October 16, 1961

NBC-TV NETWORK COLOR BROADCAST SCHEDULE

For November (All Times EST)

WEDNESDAY, NOV. 1 -- "NBC COLOR DAY" - 8 hours and 25 minutes of today's programming will be broadcast in color.

6-6:30 a.m. -- "Continental Classroom" -- Contemporary Mathematics (Repeat)

6:30-7 a.m. -- "Continental Classroom" -- American Government

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-12:55 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

6:45-7 p.m. -- "The Huntley-Brinkley Report"

7:30-8:30 p.m. -- "Wagon Train"

8:30-9 p.m. -- "The Joey Bishop Show"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

10-10:30 p.m. -- "The Bob Newhart Show"

10:30-11 p.m. -- "David Brinkley's Journal"

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

(more)

2 - NBC-TV Network November Color Broadcast Schedule

THURSDAY AND FRIDAY, NOV. 2 and 3

6-6:30 a.m. -- "Continental Classroom" -- Mathematics (repeat)
6:30-7 a.m. -- "Continental Classroom" -- American Government
10:30-11 a.m. -- "Play Your Hunch"
11-11:30 a.m. -- "The Price Is Right"
12:30-12:55 p.m. -- "It Could Be You"
2-2:30 p.m. -- "The Jan Murray Show"
11:15 p.m.-1 a.m. -- "The Jack Paar Show." (Friday night's program
is "The Best of Paar" repeat.)

THURSDAY, NOV. 2

9:30-10 p.m. -- "Hazel" in color tonight only
10-11 p.m. -- "Sing Along with Mitch"

FRIDAY, NOV. 3

9:30-10:30 p.m. -- "The Dinah Shore Show"

SATURDAY, NOV. 4

9:30-10 a.m. -- "Pip the Piper"
10-10:30 a.m. -- "The Shari Lewis Show"
10:30-11 a.m. -- "King Leonardo and His Short Subjects"
5-6 p.m. -- "All-Star Golf"
7:30-8:30 p.m. -- "Tales of Wells Fargo"
9-11 p.m. -- "Saturday Night at the Movies" -- "Soldier of Fortune"

SUNDAY, NOV. 5

Concl. of football game to 5 p.m. -- "Patterns in Music"
6-6:30 p.m. -- "Meet the Press"
7-7:30 p.m. -- "The Bullwinkle Show"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
9-10 p.m. -- "Bonanza"

(more)

3 - NBC-TV Network November Color Broadcast Schedule

MONDAY THROUGH FRIDAY, NOV. 6-10

6-6:30 a.m. -- "Continental Classroom" -- Mathematics (repeat)
6:30-7 a.m. -- "Continental Classroom" - American Government
10:30-11 a.m. -- "Play Your Hunch"
11-11:30 a.m. -- "The Price Is Right"
12:30-12:55 p.m. -- "It Could Be You"
2-2:30 p.m. -- "The Jan Murray Show"
11:15 p.m.-1 a.m. -- "The Jack Paar Show." (Friday night's program
is "The Best of Paar" repeat)

MONDAY, NOV. 6

8:30-9 p.m. -- "The Price Is Right"

TUESDAY, NOV. 7

7:30-8:30 p.m. -- "Laramie"

WEDNESDAY, NOV. 8

9-10 p.m. -- "Perry Como's Kraft Music Hall"
10-10:30 p.m. -- "The Bob Newhart Show"
10:30-11 p.m. -- "David Brinkley's Journal"

THURSDAY, NOV. 9

10-11 p.m. -- "Sing Along with Mitch"

FRIDAY, NOV. 10

9:30-10:30 p.m. -- "Bell Telephone Hour"

SATURDAY, NOV. 11

9:30-10 a.m. -- "Pip the Piper"
10-10:30 a.m. -- "The Shari Lewis Show"
10:30-11 a.m. -- "King Leonardo and His Short Subjects"
5-6 p.m. -- "All-Star Golf"
7:30-8:30 p.m. -- "Tales of Wells Fargo"
9-11 p.m. -- "Saturday Night at the Movies" -- "The Halls of
Montezuma"

(more)

4 - NBC-TV Network November Color Broadcast Schedule

SUNDAY, NOV. 12

Concl. of football game to 5 p.m. -- "Patterns in Music"
6-6:30 p.m. -- "Meet the Press"
7-7:30 p.m. -- "The Bullwinkle Show"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
9-10 p.m. -- "Bonanza"

MONDAY THROUGH FRIDAY, NOV. 13-17

6-6:30 a.m. -- "Continental Classroom" - Mathematics (repeat)
6:30-7 a.m. -- "Continental Classroom" - American Government
10:30-11 a.m. -- "Play Your Hunch"
11-11:30 a.m. -- "The Price Is Right"
12:30-12:55 p.m. -- "It Could Be You"
2-2:30 p.m. -- "The Jan Murray Show"

MONDAY, NOV. 13

8:30-9 p.m. -- "The Price Is Right"
11:15 p.m.-1 a.m. -- "The Best of Paar" (repeat) Note: "The Jack Paar Show" will originate in Hollywood, in black and white only,
Nov. 14-17.

TUESDAY, NOV. 14

7:30-8:30 p.m. -- "Laramie"

WEDNESDAY, NOV. 15

9-10 p.m. -- "Perry Como's Kraft Music Hall"
10-10:30 p.m. -- "The Bob Newhart Show"
10:30-11 p.m. -- "David Brinkley's Journal"

THURSDAY, NOV. 16

10-11 p.m. -- "Sing Along with Mitch"

FRIDAY, NOV. 17

9:30-10:30 p.m. -- "Vincent Van Gogh: A Self Portrait"

(more)

5 - NBC-TV Network November Color Broadcast Schedule

SATURDAY, NOV. 18

9:30-10 a.m. -- "Pip the Piper"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

5-6 p.m. -- "All-Star Golf"

7:30-8:30 p.m. -- "Tales of Wells Fargo"

9-11 p.m. -- "Saturday Night at the Movies" - "Demetrius and the
Gladiators"

SUNDAY, NOV. 19

• Concl. of football game to 5 p.m. -- "Patterns in Music"

6-6:30 p.m. -- "Meet the Press"

7-7:30 p.m. -- "The Bullwinkle Show"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

10-11 p.m. -- "Theatre '62" -- "Intermezzo"

MONDAY THROUGH WEDNESDAY, NOV. 20-22

6-6:30 a.m. -- "Continental Classroom" - Mathematics (repeat)

6:30-7 a.m. -- "Continental Classroom" - American Government

MONDAY THROUGH WEDNESDAY, NOV. 20-22, and FRIDAY, NOV. 24

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-12:55 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

MONDAY, NOV. 20

8:30-9 p.m. -- "The Price Is Right"

11:15 p.m.-1 a.m. -- "The Best of Paar" (Repeat). Note: "The Jack
Paar Show" will originate in Hollywood, in black and white only,
Nov. 21-24.

TUESDAY, NOV. 21

7:30-8:30 p.m. -- "Laramie"

(more)

6 - NBC-TV Network November Color Broadcast Schedule

WEDNESDAY, NOV. 22

9-10 p.m. -- "Perry Como's Kraft Music Hall"

10-10:30 p.m. -- "The Bob Newhart Show"

10:30-11 p.m. -- "David Brinkley's Journal"

THURSDAY, NOV. 23 - "Thanksgiving Day"

10-10:30 a.m. -- "Thanksgiving Day Circus"

10:30 a.m.-12 noon -- "Macy's Thanksgiving Day Parade"

12:30-12:55 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

5:30-6:30 p.m. -- "Home for the Holidays" special.

10-11 p.m. -- "Sing Along with Mitch"

SATURDAY, NOV. 25

9:30-10 a.m. -- "Pip the Piper"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

5-6 p.m. -- "All-Star Golf"

7:30-8:30 p.m. -- "Tales of Wells Fargo"

SUNDAY, NOV. 26

Concl. of football game to 5 p.m. -- "Patterns in Music"

6-6:30 p.m. -- "Meet the Press"

7-7:30 p.m. -- "The Bullwinkle Show"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

10-11 p.m. -- "Du Pont Show of the Week" - "Chicago and All That Jazz"

MONDAY THROUGH THURSDAY, NOV. 27-30

6-6:30 a.m. -- "Continental Classroom" - Mathematics (repeat)

6:30-7 a.m. -- "Continental Classroom" - American Government

10:30-11 a.m. -- "Play Your Hunch"

(more)

7 - NBC-TV Network November Color Broadcast Schedule

MONDAY THROUGH THURSDAY, NOV. 27-30 (CONT'D)

11-11:30 a.m. -- "The Price Is Right"

12:30-12:55 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

MONDAY, NOV. 27

8:30-9 p.m. -- "The Price Is Right"

WEDNESDAY, NOV. 29

9-10 p.m. -- "Perry Como's Kraft Music Hall"

THURSDAY, NOV. 30

9:30-11 p.m. -- "Hallmark Hall of Fame" -- "Victoria Regina"

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NBC-New York, 10/16/61

CREDITS FOR 'FROM THESE ROOTS' ON NBC-TV

Time: NBC-TV Network, Monday through Friday,
3:30 to 4 p.m. NYT.

Format: Serial drama set in a small New England town and centered around the Fraser family including Ben Fraser, editor of the town's newspaper; his daughter, Liz Fraser Allen, who assists him on The Record; his son-in-law, David Allen, a playwright, and their relatives and friends.

Cast: Liz Fraser Allen.....Ann Flood
David Allen.....Robert Mandan
Ben Fraser.....Joseph Macaulay
Emily.....Helen Shields
Lyddy Curtiss.....Sarah Hardy
Dr. Buck Weaver.....Len Wayland
Maggie Weaver.....Billie Lou Watt
Kass.....Vera Allen
Laura Tomkins.....Audra Lindley
Lynn.....Barbara Berjer
Frank Teton.....George L. Smith
Don Curtiss.....Clarke Warren
Gloria Saxon.....Millette
Alexander
Claire.....Sally Kemp
Tom Jennings.....Craig Huebing

Producer: Eugene Burr

Director: Paul Lammers

Writer: John Young

Associate Producer: Rae Hannon

Unit Manager: Clem Egolf

Organist: Clarke Morgan

Starting Date: June 30, 1958

Sponsors: Various

Crignation: Live from NBC-TV's New York Studios

NBC Press Representative: Leonard Meyers (New York).

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NBC-New York, 10/16/61

2-X-H



NBC COLOR TELEVISION NEWS

October 17, 1961

'LAUREL AND HARDY'--NEW NBC-TV COLOR CARTOON SERIES FOR 1962-63

Two Great Masters of Comedy to Be Presented as Cartoon
Characters in All-Family Attraction; Laurel to Be
Creative Consultant for Prime-Time Programs

The genius of Stan Laurel and the late Oliver Hardy -- originators of their own individual brand of motion picture comedy and that medium's most durable comedy team -- will have a new vehicle as a half-hour, prime-time color cartoon series on NBC-TV during the 1962-63 season.

The new project, titled "Laurel and Hardy," was announced today by Mort Werner, Vice President, Programs, for NBC-TV.

"Laurel and Hardy" is being produced by Larry Harmon Pictures and released through Jayark Films Corporation, with Stan Laurel as creative consultant, Paul Finnell as director and Carl Kohner as writer.

Stories for "Laurel and Hardy," to be presented as an all-family attraction, will be original, based on material suggested by Laurel, and permitting the unlimited movement and extra action made possible by animation.

"This will be the first time real personalities will be shown on television as cartoon characters," Mr. Werner said. "Through the medium of animation, we can bring the two great masters of comedy back together again to provide laughs for an entire new generation as well as all their old fans."

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Each program in the series will provide a complete story, tailored for the specific half-hour format.

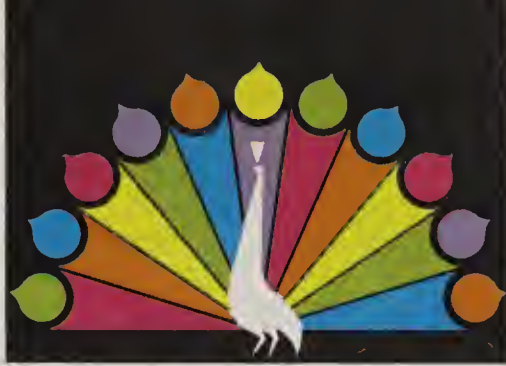
The many comedy techniques originated or developed to a high art by Laurel and Hardy will be integrated into the animation. These will include the comedy team's patented "slow burn" and "double take" routines, as well as the slapstick turns which have made them the favorites of millions around the world. The figures, faces and (simulated) voices of Laurel and Hardy will be used throughout.

Stan Laurel and Oliver Hardy (who died in 1957) brought a new dimension to motion picture comedy in their early two-reel film shorts of the late 1920s and early 1930s, and subsequently achieved fantastic success as co-stars of full-length, feature comedies which transcended language barriers and were shown to vast audiences throughout the world.

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NBC-New York, 10/17/61

NBC COLOR TELEVISION NEWS



'OSCAR' AWARD WINNER JACQUES BELASCO COMPOSES SCORE
FOR NBC-TV COLOR DOCUMENTARY ON VAN GOGH

Jacques Belasco, winner of an Academy Award for his motion picture music, has composed a score for the special color documentary "Vincent Van Gogh: A Self-Portrait" on the NBC-TV Network Friday, Nov. 17 (9:30-10:30 p.m. EST).

The program will recount the life story of Van Gogh through his paintings and drawings and filmed scenes of the places he lived in and depicted. In off-camera roles, Lee J. Cobb will read from Van Gogh's letters and Martin Gabel will narrate the program.

Belasco has had wide experience in musical composition for films, television and radio. He won an Academy Award for his music for films on artists Degas, Botticelli, Vermeer, Renoir, Raphael and Rembrandt and on the art of the Renaissance. He wrote scores for the award-winning four-part NBC-TV series "Rome Eternal" and for the network's Eastertime special "The Way of the Cross."

For eight years he was composer and conductor for the radio program "The Greatest Story Ever Told." He also wrote the music for "Armstrong Theatre" on radio and television and for the U. S. Steel-Theatre Guild Hour, "The Aldrich Family" and other programs.

Belasco began his career in France. He wrote the music for more than 70 major French films before he came here. For a number of years he was closely associated with the late Tommy Dorsey as arranger and composer. Belasco is currently at work on an opera.

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Time: NBC-TV Network, Monday through Friday
(3-3:30 p.m. NYT).

Format: Serial drama, set in the Maryland town of Dennison, about Dr. Jerry Malone, head of Valley Hospital and the local medical school; his wife, Tracey; his adopted son, Dr. David Malone, who is in private practice with his father; and their relatives and friends.

Cast:

Dr. Jerry Malone.....	William Prince
Dr. David Malone.....	John Connell
Tracey Malone.....	Augusta Dabney
Jill Malone.....	Freda Holloway
Faye Bannister Koda.....	Chase Crosley
Dr. Stefan Koda.....	Michael Ingram
Lisha Steele Koda.....	Susan Hallaran
Lionel Steele.....	Martin Blaine
Clare Bannister Steele..	Lesley Woods
Gig Houseman.....	Diana Hyland
Dr. Ted Powell.....	Peter Brandon
Producer:	Carol Irwin
Director:	James Young
Associate Producer:	Doris Quinlan
Associate Director:	Ray Lockhart
Writer:	Ian Martin
Unit Manager:	Clem Egolf
Music Director:	Billy Nalle
Original Starting Date:	Dec. 29, 1958
Origination:	Live, from NBC-TV's New York Studios.
Sponsors:	Various.
NBC Press Representative:	Noreen Sherlock, New York.

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

October 18, 1961

NBC NEWS' TV SPECIALS TOTAL ALMOST 50 HOURS IN FIRST
9 MONTHS OF 1961; 21 TV AND 16 RADIO SPECIALS
ARE BROADCAST DURING THIRD QUARTER

NBC News presented 16 hours and 15 minutes of special NBC-TV programs during the third quarter of 1961, bringing the total for the first nine months of the year to 49 hours and 30 minutes, it was announced today by William R. McAndrew, Executive Vice President, NBC News.

Major topics covered in the 21 television specials -- and in 16 radio specials -- during the third-quarter months of July, August and September included the Berlin crisis, Russian resumption of nuclear tests, the second U. S. astronaut flight, the death of United Nations Secretary General Dag Hammarskjold and the opening session of the 16th UN General Assembly. Other subjects were the return of General Douglas MacArthur to the Philippines, the hijacking of an American jet airliner, the conclusion of the Adolf Eichmann trial, Hurricane Carla, the Belgrade meeting of neutral nations, school desegregation in Atlanta, the fighting in Angola and the first eight months of the Kennedy administration.

During the three-month period, John Chancellor, formerly NBC News Moscow correspondent, was assigned as host of the "Today" program and Edwin Newman became the program's chief news correspondent. Newman also appeared in a Summer series of weekly Sunday programs, "This is NBC News," on the NBC-TV Network.

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Two new NBC News series had their premieres toward the end of the quarter. They were "Frank McGee's Here and Now" and "Update," a weekly news program for young people featuring Washington correspondent Robert Abernethy. Four others which were prepared for Fall premieres were "David Brinkley's Journal," "1,2,3--Go!", "NBC News Afternoon Report" with White House correspondent Sander Vanocur, and the "Saturday Night Report" sponsored by Bristol-Myers Company and also featuring Vanocur.

Other sponsors contracting for NBC News programs included Douglas Fir Plywood Association, Pittsburgh Plate Glass Co., Ford Motor Co., Mutual of Omaha, Gulf Oil Corp., Quaker Oats Company, Helena Rubenstein Inc., R. J. Reynolds Tobacco Co., General Mills and the Texas Oil Co.

A new book, "Memo to JFK," was completed for publication by G. P. Putnam's Sons. The book, with chapters by Mr. McAndrew and 10 NBC News correspondents, deals with major world problems faced by the Kennedy administration.

Elmer W. Lower was appointed Director of News and Public Affairs for NBC News, and William B. Monroe Jr. was named Manager of NBC News in Washington.

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NBC-New York, 10/18/61



October 18, 1961

PHYLLIS CURTIN AND GIORGIO TOZZI HEAD CAST FOR NBC OPERA COMPANY'S
TWO-HOUR COLOR PRODUCTION, "THE LOVE OF THREE KINGS"

- - -
Alfred Wallenstein to Conduct Performance

Phyllis Curtin, soprano, and Giorgio Tozzi, basso, will head the cast of the NBC Opera Company's production of "The Love of Three Kings," producer Samuel Chotzinoff announced today. Alfred Wallenstein will conduct the performance.

Miss Curtin will sing the role of Flora, and Tozzi the part of the blind old king Archibaldo in the melodramatic opera by Italo Montemezzi. This two-hour performance will be broadcast in color Sunday, Feb. 25, 1962 on the NBC-TV Network (3-5 p.m. EST).

The story, set in medieval Italy, concerns Flora, married by force to Manfredo, the conquering King, who is the son of Archibaldo. Her real love is Prince Avito.

Miss Curtin joins the Metropolitan Opera ranks this season as the climax of a brilliant career that has won her applause throughout the U. S. and Europe. Her "Met" debut will be in the role of Fiordiligi in Mozart's "Cosi Fan Tutte," a part she performed for the NBC Opera Company two years ago. Later this Fall she will go to Europe to fill engagements, principally at the Vienna State Opera, and will return for additional "Met" appearances and rehearsals for the NBC Opera Company production.

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Tozzi has been a leading "Met" singer since 1955. He scored one of his greatest successes last Spring singing the title role of Moussorgsky's "Boris Godunov" in the NBC Opera Company production. He later repeated the role on stage with equal success. The American singer is noted also for his RCA Victor recordings.

Alfred Wallenstein has his first association with the NBC Opera Company with this presentation, but is not new to NBC. He was a guest conductor of the NBC Symphony Orchestra, conductor of his own orchestra, the Los Angeles Philharmonic, in NBC broadcasts, and for years was conductor of the popular radio program, "The Voice of Firestone." This season Wallenstein will conduct the Symphony of the Air in a series of concerts with guest artists in Carnegie Hall, New York. He is music director of the distinguished Caramoor Festival in Westchester County, N. Y.

Other casting for "The Love of Three Kings" will be announced soon by producer Samuel Chotzinoff. The opera will be given in the English version of Joseph Machlis. Sets are by Ed Wittstein. Kirk Browning is director.

Other NBC Opera Company presentations for the 1961-62 season include "Amahl and the Night Visitors" Dec. 24, "Don Giovanni" Jan. 25 and "Cavalleria Rusticana" in March or April, on a date to be announced. These will be repeat performances on tape.

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NBC-New York, 10/18/61

October 18, 1961

ROBERT WOGAN IS APPOINTED DIRECTOR, PROGRAMS, NBC RADIO NETWORK

Appointment of Robert Wogan as Director, Programs, NBC Radio Network, was announced today by Albert L. Capstaff, Vice President, Programs.

Mr. Wogan, who joined NBC in 1943 as a page, has been Manager, Program Operations, of NBC Radio since November, 1956. While working as an NBC page, he became Assistant Manager of Guest Relations and then Assistant Supervisor of Announcers in 1945.

Since then he has been in the radio program department, becoming Supervisor of Associate Producers in 1950, and two years later was named Supervisor of Program Operations. In 1955 he was named Eastern Program Manager.

Mr. Wogan was producer and director of some of the prize-winning "Biographies in Sound" series on NBC Radio in 1958, and also produced a number of other dramatic and musical shows on the NBC Radio Network.

Mr. Wogan lives in Manhattan.

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MARVIN V. McCORMICK IS APPOINTED DIRECTOR, BUSINESS AFFAIRS,
OF NBC OWNED STATIONS AND NBC SPOT SALES

Appointment of Marvin V. McCormick as Director, Business Affairs, of NBC Owned Stations and NBC Spot Sales, was announced today by P. A. Sugg, Executive Vice President, NBC Owned Stations and NBC Spot Sales.

Mr. McCormick has been treasurer-controller of the Virginia Metal Products Inc. in Orange, Va., for the past two years. Before that, he was Secretary of Sperry Products Inc., in Danbury, Conn. At one time, he was accounting supervisor for the Ex-cell-o Corporation in Detroit.

A graduate of the University of Akron, where he received his Bachelor of Arts Degree, Mr. McCormick subsequently received a master's degree in marketing and finance at Harvard University. He also has a bachelor of laws degree from George Washington University in Washington, D. C.

Mr. McCormick served in Europe with the Eighth Air Force for more than four years during World War II and was discharged with the rank of captain.

His wife and two sons are living in Orange, Va., until Mr. McCormick finds a home in the New York area.

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NBC-New York, 10/18/61

NBC NEWS PRESENTS KINESCOPE RECORDING OF FIRST U.S.
ASTRONAUT SHOOT TO SMITHSONIAN INSTITUTION

NBC News has presented a kinescope recording of the United States' first astronaut shoot to the Smithsonian Institution at Washington for its collection.

The films show the entire Mercury project -- the launch on May 5, 1961, pre-recorded material of Commander Alan B. Shepard Jr. entering the "Freedom 7" capsule, films of Shepard after the flight, his meeting with President Kennedy and his press conference.

Philip S. Hopkins, director of the Institution's National Air Museum, said the film would be used as source material for research. Hopkins wrote to NBC, "This generous gift by the National Broadcasting Company will make a most valuable addition to our historic archives along with the actual capsule itself."

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NBC-New York, 10/19/61

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

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ROBERT W. SARNOFF WARNS U.S. CAN WIN ECONOMIC 'RACE TO 1980' AGAINST
KHRUSHCHEV CHALLENGE ONLY IF GOVERNMENT AND BUSINESS DEVELOP
SENSE OF MISSION KEEPING ECONOMY EXPANSION AT FULL POTENTIAL

CHICAGO, Oct. 20 -- America can win the economic "race to 1980" against Nikita Khrushchev's challenge only if government and business both develop a sense of mission to keep the economy expanding at full potential, Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, warned here today.

In an address to the Executives' Club of Chicago, Mr. Sarnoff said that Khrushchev's economic goals for 1980 -- multiplying Soviet industrial output sixfold -- "commits us to a race in which we dare not drift or lag." He emphasized that Russia had already passed the U. S. in annual investment in growth-producing industry and was pursuing a ruthless policy of total economic mobilization under government control.

"We must compete in this economic race on our own terms," he added. "Fortunately, as we have demonstrated in the process of becoming the most productive and powerful nation on earth, freedom is no burden: it is a spur. We will win the race not only with our freedom but because of our freedom.

"But we will have to do better."

That, he said, will take not only a spirit of alliance between government and business but concrete action on both sides to further the national economic goals that may spell survival for the free world.

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Although government and business have been at cross purposes at times, Mr. Sarnoff said, the nation cannot afford the luxury of pulling in different directions at home when it is confronted abroad with a deadly long-term struggle. "The Cold War," he said, "will throw its chill into years and possibly decades to come. We dare not let ourselves be frozen out; it is no better to end with a whimper than with a bang."

For its part, he said, the government must recognize the key role of the profit incentive in powering the American economy, and the guiding objective should be to encourage the "natural functional ends" of business as the straightest line to productivity and growth. The pitfall to be avoided at all costs, he added, is any attempt to fit business into the molds of preconceived ideas.

As an example, while praising the rigorous enforcement of the anti-trust laws, Mr. Sarnoff cited the "ill-founded and outmoded" doctrine that condemns bigness in business per se, regardless of any actual deeds or effects.

"Those who cling to this notion in a technological age that demands large-scale enterprise," he said, "would put a drag on our economic system's capacity to produce at its best. In the economic race to 1980, they would saddle us with the economic dogma of 1890. The years have taken the curse off bigness -- not just because we vitally need the benefits that only bigness can bring but because as a nation we have learned to tame it and to live with it."

As for the obligations of business, Mr. Sarnoff warned that the profit motive "can work dangerous damage if it does not operate within a framework of moral integrity and social responsibility." He said that sharp business practices at the expense of the economy at large "may be possible within the law but they should be beyond the pale" when national economic progress is so vital to survival.

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In particular, he urged the bolstering of moral and ethical standards in business. As examples of practices to be curbed by industry, he cited some listed by executives recently surveyed by the Harvard Business Review: gifts, gratuities and bribes; price discrimination and unfair pricing; dishonest advertising; unfair credit practices, overselling; price collusion by competitors; unfairness to employees and prejudice in hiring.

"Business leadership is making earnest efforts to come to grips with these problems," Mr. Sarnoff said. "Some of these efforts have produced written codes of ethics to help identify and resist the admittedly numerous pressures for unethical conduct. Others have resulted in plans for systematic management surveillance of interests that might pose ethical questions.

"By such organized efforts, as well as their own positive example of integrity and fair play, the leaders of business must do the job of keeping their house clean and their honor bright. These things are worth doing for their own sake; not to do them invites the harsh alternative of action by the government."

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Address by Robert W. Sarnoff
Chairman of the Board
National Broadcasting Company, Inc.
Before The Executives' Club of Chicago
Chicago, Illinois
October 20, 1961

"THE RACE TO 1980"

I was highly honored by Mr. Stewart's invitation to join the ranks of the distinguished speakers who have faced this distinguished audience. I suspect that he may have been influenced somewhat by the interest most of us seem to share in television. I hope it will not violate my franchise here to skip rather lightly over that subject and devote this talk to a matter that concerns me less as a broadcaster than as an American living in a dangerous year of a turbulent century.

Let me assure you first that television is still going strong. The number of homes equipped with television and the number of hours devoted to viewing stand at all-time highs. Last week 133,000,000 Americans spent a good deal of their spare time watching the NBC Television Network alone. I have no doubt that many of them liked a lot of what they saw. If the day ever comes when all of them like all they see, it will be a triumph for television -- but a sad day for American individualism.

Much of what I have been reading about television reminds me of a letter received not long ago by the NBC station in New York. It said: "Please look at your TV picture on Channel 4, as I think there is a dirty spot which shows on screen from your TV station." Well, I submit that sometimes the fault may be at the receiving end, or even in the eye of the beholder. We have our faults, too, but not for lack of trying, year in and year out, to do a better job in serving a total public.

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Striking advances have been made, for example, in the task of keeping the public abreast of the great issues and events that are shaping our lives. Never before, thanks in large part to television's power to stimulate understanding, has a peacetime President of the United States confronted a major foreign crisis with such well-informed and unified support from the American people. The issues of the Cold War, the nature of the enemy, the obligations we have shouldered, the hazards we face -- all these, and more, have literally been brought home to the whole nation in its living rooms.

Yet, despite this progress, neither broadcasting, the press nor any leader of American opinion has succeeded in developing equal awareness of some of the long-range implications of the struggle that pits the free world against the Communist bloc. It is those implications that I want to explore with you today.

Understandably, these long-range aspects of the East-West struggle are less urgent and dramatic than the crises in the headlines, especially with the dread possibility that the short-range aspects may be grimly final. Yet if planning for a distant future may seem at times like an act of optimism, it is no less a call to duty. For the challenge to the free world is not only a matter of diplomacy and deterrents, a question of Berlin and the Bomb. Less dramatically perhaps, but just as surely, our survival in freedom also depends upon how we fare in a long-range contest of economic strength, productivity and growth.

Even if we avoid the nuclear conflict that would turn the planet into what President Kennedy has called a flaming funeral pyre, we must recognize that the conflict between East and West will continue on other fronts, perhaps for many decades. It will be won by the system which better justifies itself in performance -- in its ability to foot

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the bill for military security, to provide its people with an increasingly abundant life, to set an example for new nations to follow, and to meet the whole range of responsibilities of a great power in a shrinking and changing world. This is a battle in which the heavy weapons are those of commerce, industry and economic strength, and in which our capabilities must be equal to whatever undertakings are required for survival. It is also a battle of ideas. But psychological warfare cannot be won by words alone. The words must mirror the position of strength and stability which will reflect the persuasive image of America. To meet all these challenges successfully, we must accelerate the expansion of our economy.

Only by maintaining and strengthening the vitality of our economic system can we expand the vast technological resources upon which modern defense depends. Only in this way can we keep enlarging the tax base that enables us to meet the vast cost of defense and our huge commitments in foreign aid. Only in this way can we manage at the same time to keep our living standards rising and to solve such domestic problems as unemployment and the need for urban renewal, hospitals, schools and highways. Only in this way can we demonstrate to the world, especially the nations entering the industrial revolution, that our free way will always be the best way of getting things done.

This economic contest is not one-sided by any means. Nikita Khrushchev has announced his goal of multiplying Soviet industrial output sixfold by 1980 and, in his own phrase, leaving the United States "far behind." Not so long ago, such a boast would have seemed as laughable as it is arrogant. But it does not invite complacency in the light of Russia's technological progress, its concentration upon heavy industry and its ruthless policy of total economic mobilization, centrally planned, directed and executed by government.

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The Russians invest nearly a third of their gross national product in growth-producing industry. Several years ago their annual capital investment in industry in terms of dollars came abreast of our own, and currently it is well ahead of ours. Western experts on the Russian economy have lately been revising upward their estimates of Soviet output. One of them, after a seven-year analysis of Russian production, recently reported: "in terms of ability to generate sheer growth in industrial output, the Soviet system of centralized direction has proved itself to be more or less the peer of the market economy, as exemplified by the United States. This much seems beyond dispute even in the face of the questionable reliability of Soviet statistics."

We must recognize that the target Khrushchev has set for 1980 commits us to a race in which we dare not drift or lag. It is just as unthinkable to run the race on his terms. The capital Russia pours into its industrial machine is sweated out of an economy of crowded slums and food shortages, an economy meager in consumer goods and, worst of all, bereft of freedom, both political and economic. We are ready to risk nuclear war rather than live in that kind of totalitarian society.

We must compete in this economic race on our own terms. Fortunately, as we have demonstrated in the process of becoming the most productive and powerful nation on earth, freedom is no burden: it is a spur. We will win the race not only with our freedom but because of our freedom.

But we will have to do better. For example, we will have to pay greater attention to needless waste, misdirection and confusion that sap our national strength. Let me cite some instances.

Wholly apart from the question of morality, we cannot afford the squandering of one-tenth of our natural human resources through the denial of full educational and economic enfranchisement to millions of Negro Americans.

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We can spare the prescriptions of those who would cut down on the so-called private sector of our economy to build up the public sector -- an economic therapy that could cripple rather than cure.

We will do better to shun the mentality that regards the profit motive as somehow sinful -- as well as the outlook that sees every rise in postal rates as a form of creeping socialism.

Above all, we must try to recognize the true sources of our economic strength and encourage them to flow at full potential. To say that these sources lie in free enterprise is true -- and yet inadequate. For our economic system is too complex and subtle for easy labeling; and the free enterprise we practice is a far cry from the simple textbook version envisaged by Adam Smith.

There is no aspect of our economy that does not feel the conditioning effects, in varying degrees, of the vast influence of government. Much of this influence was resisted as it developed; at times some of it may be excessive; certainly it is subject to abuse. But it is an intrinsic part of the economic fabric of our country.

Taken in the full perspective of our nation's development, the role of government in private economic affairs is a tribute to the American genius for moderation and compromise. Modern technology has thrust the need for bigness upon the 20th Century economic way of life; it has tended to make for the extremes of state control on the one hand or private cartels on the other. It is a unique accomplishment of American society that we have achieved economic bigness and all of its tangible benefits on the greatest scale in history, and yet steered between these two extremes. We have done so through free private competition under government rule making. Because of this deeply interwoven pattern linking business and government, the successful expansion of our economic system depends upon the vision, good will and cooperation of both.

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This interdependence between government and business has been recognized by responsible spokesmen on both sides. For example, last February President Kennedy told a group of business leaders: "Far from being natural enemies, government and business are necessary allies." And speaking for government, he added: "We seek more than an attitude of truce, more than a treaty -- we seek the spirit of a full-fledged alliance."

The spirit that the President described must be translated into action by both sides if the alliance is to work effectively for economic progress. And that imposes difficult obligations on each of the partners.

The government in its relations with business should center on the pragmatic goal, which the issue of survival also makes the paramount goal. It should determine its actions -- and what actions to avoid -- with a broad view to assuring the greatest growth and productivity of the American economy within the free-enterprise framework. In approaching this goal, the government must recognize that our economy is powered by the profit motive, and to curb that incentive is to cut America's economic potential.

But the same goal of national economic progress must also guide the efforts of American business, and on such occasions as it may conflict with the quest for profit, it must prevail. Sharp business practices to gain private advantage at the expense of the economy at large may be possible within the law but they should be beyond the pale when the progress of the economy is so essential to our national survival.

On the part of the government, whose powers are so enormous and far-reaching, the goal to be served requires a sense of restraint

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and the recognition -- always more difficult in practice than in principle -- that the least intervention is usually the best. The government's guiding objective should be to encourage the natural functional ends of business, for that is the straightest line to productivity and growth. The pitfall to be avoided at all costs is any attempt to impose a priori theories -- to fit business into the molds of preconceived ideas.

Two examples can illustrate the path of enlightened government regulation as well as the possible pitfall. Let me take one of them from my own bailiwick. Broadcasting is a regulated industry, and properly so, since it requires the use of a finite number of frequencies. Therefore its appropriate standard is to operate "in the public interest, convenience and necessity." In the vital matter of just what the public sees and hears on the air, who is to define "the public interest, convenience and necessity?"

In my view, a free society qualifies the public to make its own preferences and to obtain them through the vigorous competition of broadcasters who cannot survive without public favor. This is admittedly an imperfect mechanism, and indeed that is true of all democratic institutions. But I believe, with the Chairman of the Federal Communications Commission, that it has given this country the best system of broadcasting in the world. And it is far preferable to any attempt by government officials to bring about conformity to their own views of what the public ought to see or hear.

My other example of the government's approach to business regulation is far broader in scope and bears a vital impact on our

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capacity for economic expansion. The rigorous enforcement of the anti-trust laws has played an essential role in the development of a genuinely competitive economy. The excesses of a buccaneering age that put these laws on the books are no longer with us, but the laws themselves are still needed.

Yet there is another legacy from that bygone era which is ill-founded and outmoded. That is the doctrine which invokes "the curse of bigness," which condemns sheer size per se, regardless of its actual deeds or effects. Those who cling to this notion in a technological age that demands large-scale enterprise would put a drag on our economic system's capacity to produce at its best. In the economic race to 1980, they would saddle us with the economic dogma of 1890.

The years have taken the curse off bigness -- not just because we vitally need the benefits that only bigness can bring but because as a nation we have learned to tame it and to live with it. Big Business has grown bigger; but small businesses have grown more numerous at the same time, partly because Big Business has created an infinite variety of demands for the flexibility and specialization that smaller businesses can best provide.

Statisticians may argue whether so-called economic concentration has been growing or not. In either case, what is far more significant is that the power of Big Business has been waning. It has been steadily reduced by a variety of factors -- the vast growth of government regulation, the rise of social welfare legislation, the pressures of organized labor and consumers, the enormous spread of stock ownership in all walks of life. What Big Business once spent on Pinkertons is a trifle compared to what it spends today on public relations. The managers of Big Business, hardly less than elected public officials, are fair game for comment and criticism from all quarters.

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It is realities of this kind, and not the ghosts of old ideas, that must shape the government's attitude. In the global conflict we face, it is the imperative of our national economic vitality, not the indulgence of any abstract or rigid theory, that must command the government's policy.

What are the counter-balancing obligations of business if we are to move ahead toward our economic goals? The profit motive is the mainspring of our economic system but it can work dangerous damage if it does not operate within a framework of moral integrity and social responsibility. Polybius, the Greek historian, summed up the moral decay of a nation in this sentence: "At Carthage, nothing which results in profit is regarded as disgraceful."

American businessmen would overwhelmingly reject such a dictum. Increasingly over the years, they have displayed a sense of good citizenship and community responsibility. Last year, to cite one example of how this social conscience has made itself felt, American corporations donated \$400,000,000 to cultural, educational and philanthropic needs. This is a proud record, and I am confident it will grow.

But corporate giving is not enough. What matters much more is corporate living -- the moral and ethical standards that businessmen live by. Perhaps the most striking recent reflection of the scope of the ethical problem in American business appeared last summer in the results of a study among some 1,700 executives by the "Harvard Business Review." Interestingly, the vast majority professed a keen awareness of their own ethical responsibilities but four out of every seven thought other businessmen "would violate a code of ethics whenever they thought they could avoid detection." In their confidential

(more)

replies, almost four out of five executives admitted they regarded some generally accepted practices in their own industries as unethical.

Each was asked to name the one practice in his industry that he would most like to see eliminated. These are some of the practices they named: gifts, gratuities and bribes; price discrimination and unfair pricing; dishonest advertising; unfair credit practices, over-selling; price collusion by competitors; unfairness to employees and prejudice in hiring.

It makes a seamy list. Most of the executives in the study showed deep concern over these ethical failures and a clear desire to find a remedy. There are many other indications that business leadership is making earnest efforts to come to grips with these problems. Some of these efforts have produced written codes of ethics to help identify and resist the admittedly numerous pressures for unethical conduct. Others have resulted in plans for systematic management surveillance of interests that might pose ethical questions. By such organized efforts, as well as their own positive example of integrity and fair play, the leaders of business must do the job of keeping their house clean and their honor bright. These things are worth doing for their own sake; not to do them invites the harsh alternative of action by the government.

In the course of the American adventure, it has not been unusual to find government and business at cross purposes -- at least for a given time or in a given area. We have prospered in spite of it. But against the challenge that confronts us now around the world, and all that hangs on our response to it, I do not believe we can afford the luxury of pulling in different directions at home.

(more)

On the international scene today, it seems unrealistic to hope for more than the maintenance of a truce that will avert nuclear conflict. The Cold War will throw its chill into years and possibly decades to come. We dare not let ourselves be frozen out; it is no better to end with a whimper than with a bang.

Together, with business and government each performing its role in the alliance that our system has evolved, I am convinced the American economy can achieve the prodigies of growth and strength which have become indispensable to the survival of the free world. In the last twenty years, the vitality and dynamism of our system has confounded the economists who foresaw only a bankrupt future for capitalism. In the twenty years ahead, given the sense of mission to tap our sources of strength to the full, I am confident we can win the race to 1980.

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FOR RELEASE MONDAY, OCT. 23

NBC NEWS AND 'CHET HUNTLEY REPORTING' WIN MERIT AWARD
OF NATIONAL AUDIENCE BOARD FOR 'MOST OUTSTANDING'
NETWORK PUBLIC AFFAIRS PROGRAM FOR 1960-61

NBC News and "Chet Huntley Reporting" have won an award from the National Audience Board Inc. for the "most outstanding" network public affairs program for 1960-61.

The award was based on a survey by the N.A.B. of 2,403 civic and community leaders throughout the country. They were asked to list the program they considered "most outstanding" -- and 38.9 per cent chose the "Chet Huntley Reporting" first. (It is broadcast on NBC-TV Sundays at 5:30 p.m. NYT).

The award was presented by David J. Colton, chairman of the board of trustees for N.A.B. William R. McAndrew, Executive Vice President, NBC News, and Chet Huntley accepted for NBC News.

The award read, "'Chet Huntley Reporting' is hereby presented the National Audience Board Award of Merit in recognition of its outstanding quality and, furthermore, in recognition of its importance as an example for all who strive to produce entertainment material of significance."

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NBC-New York, 10/20/61

NBC NEWS AND ITS CORRESPONDENTS FEATURED IN LOOK MAGAZINE

NBC News, its operation and its correspondents are featured in an illustrated article in the Nov. 7 issue of Look Magazine now on the newsstands.

The article by Thomas B. Morgan, entitled "TV News -- Its Crisis, Conflict and Change," concerns the moves of the three major networks to expand news coverage.

Chet Huntley and David Brinkley are shown on the cover, and the article tells of the development of NBC-TV's "Huntley-Brinkley Report" and the trend toward more news programs.

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NBC LOS ANGELES NEWSMAN ED HAAKER IS HONORED

Ed Haaker, a writer for NBC News for 25 years, has won a Golden Mike Award from the Radio and TV Association of Southern California for the "best TV newswriting" of 1960-61.

The award was presented by Gov. Edwin Brown at the Palladium in Hollywood. Haaker was cited for his writing of a local TV program on NBC-owned KRCA, Los Angeles, featuring Jack Latham.

Haaker is originally from New York. He joined NBC after receiving his degree from Franklin and Marshall. During World War II, he worked in Europe as a news reporter for NBC.

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NBC-New York, 10/20/61

NBC-TV NETWORK PROGRAMS

"HERE'S HOLLYWOOD" SETS INTERVIEWS WITH STARS IN NEW YORK

Arlene Francis, Tammy Grimes, Mitch Miller and John Chancellor are among the celebrities who will be interviewed when NBC-TV's "Here's Hollywood" tapes a series of programs in the New York area during the next nine days.

Co-hosts Helen O'Connell and Jack Linkletter will conduct the interviews, which will be broadcast starting in late November. Other New York stars slated for interviews include Hugh Downs, Walter Slezak, Art James, Merv Griffin, Suzy Parker, Johnny Carson, David Wayne, E. G. Marshall, Sid Caesar, Shari Lewis and Bill Cullen.

Seven of the celebrities are NBC-TV performers -- Miller on "Sing Along With Mitch," Chancellor on "Today," Downs on "Concentration" and "The Jack Paar Show," James on "Say When," Griffin on "Play Your Hunch," Miss Lewis on "The Shari Lewis Show" and Cullen on "The Price Is Right."

The interviews will take place at the stars' homes, at clubs or restaurants they frequent and at other locations in the New York area. Executive producer Peer Oppenheimer and producer William Kayden head the production team.

"Here's Hollywood" is broadcast Mondays through Fridays, 4:30 to 4:55 p.m. NYT.

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NBC-New York, 10/20/61

MONITOR

THE NBC WEEK-END RADIO SERVICE

October 20, 1961

"THE TWIST" AND LIFE ON MARS AMONG FRANK MCGEE'S TOPICS
ON HIS 3-HOUR "MONITOR '61" END-OF-WEEKEND NEWS WRAPUP

NBC Radio's new Sunday night three-hour segment of "Monitor '61," with host Frank McGee -- the most comprehensive end-of-the-weekend news wrapup in any medium -- will carry reports on subjects ranging from "The Twist" to life on Mars this Sunday (Oct. 22, 7 to 10 p.m. EDT).

The big story of the week, Khrushchev's threat to explode a 50-megaton nuclear bomb, will be covered in a live three-way discussion among NBC News correspondents Richard Harkness in Washington, Frank Bourgholtzer in Moscow and McGee in New York. "Monitor '61" will get reaction from the American public by going to all areas of the country to ask the man-on-the-street: "What would you say to Khrushchev if you could talk to him now?"

Other features of the three-hour news segment:

...An interview with Dr. George Von Bekesey, who this week was awarded the Nobel Prize for medicine.

...A discussion of life on Mars by Wells Alan Webb, a research chemist from Berkeley, Calif.

...An interview in Washington with the Assistant Surgeon General of the United States, Dr. Arnold B. Kirlander, on the flu epidemic.

(more)

...An on-location spot from New York's Peppermint Lounge for the sounds of America's newest dance craze, "The Twist."

...An interview with William Haddad, Director of Recruitment and Evaluation for the Peace Corps.

...Leonard Bernstein at the opening of the movie, "West Side Story."

...Updated reports on the Algerian situation and the UN.

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NBC-New York, 10/20/61

NBC TELEVISION NETWORK NEWS^{2-X-}

October 23, 1961

EXCERPTS FROM SOVIET FILMS OF GAGARIN AND TITOV SPACE FLIGHTS
TO BE SHOWN PUBLICLY FIRST TIME IN U.S. ON NBC-TV'S
"CROSSING THE THRESHOLD" BROADCAST NOV. 24

Soviet films of the space flights of Maj. Yuri Gagarin and Maj. Gherman S. Titov will be shown publicly for the first time in the United States when excerpts are presented on "Crossing the Threshold" Friday, Nov. 24 on the NBC-TV Network (9-10:30 p.m. EST). The program will be the first of a three-part series, "Threshold," produced by NBC News and sponsored by the Bell System.

According to the Russian commentary, the film on Maj. Titov's orbital flight shows television pictures taken from the space capsule during the flight, the training of the cosmonaut, some of the tracking facilities used by the Russians and part of the actual launching of the missile.

Producer Robert Bendick said he negotiated for the rights to the films at the Russian Embassy in Washington Monday, Oct. 16, and concluded the arrangements in a telephone conversation Thursday, Oct. 19 with Alexander Davidov, head of Sovexport Films, who was then in Los Angeles.

Bendick said the agreement apparently was the reason for the sudden cancellation by Russian Embassy officials Thursday night of what would have been the first public showing in the U. S. of the film on Maj. Titov's flight. The cancellation came 10 minutes before the movie was scheduled to begin in Baltimore. The showing was sponsored by the Maryland Academy of Sciences.

(more)

According to the Associated Press, Viktor K. Novash, an Embassy attache, rushed to Baltimore to pick up the film, saying only that it was "urgently needed in New York."

Bendick said a messenger for NBC brought the film to New York Thursday night and it was rushed to a film laboratory so that a duplicate negative could be made.

"We had to return the film to the Russian Embassy by Sunday (Oct. 22) because it was scheduled to be shown there that day and again on Tuesday (Oct. 24)," Bendick said. "I couldn't afford to wait until after Tuesday's showing because we needed to begin editing it, and there wouldn't have been time to make the duplicate negative between Sunday and Tuesday."

A private showing of the 45-minute film with Russian commentary was held in Baltimore earlier Thursday. The only other time newsmen had an opportunity to see it was Oct. 9, when foreign correspondents in Moscow viewed it.

The movie also was scheduled for showing at the International Astronautic Federation in Washington and at the convention of the American Rocket Society in New York, but was canceled in both cases. The Washington cancellation was attributed to a delay in getting the film through customs.

Bendick said the movie on Gagarin's suborbital flight has been shown privately but never publicly in this country. He said his agreement with Russian officials prohibits any public showing of either film until after the NBC-TV broadcast.

"Crossing the Threshold" will be the "biography" of a manned orbital flight. The second 90-minute program in the "Threshold" series -- "At the Threshold" -- will be presented on NBC-TV Friday, Jan. 5 (8:30-10 p.m. EST). The date of the third program, "Other Thresholds," will be announced later.

NBC TRADE NEWS²-X-H

October 24, 1961

HALF-HOUR PILOT OF 'KINGS OF BROADWAY,'
PROGRAM ABOUT TWO-A-DAY VAUDEVILLE ERA,
TO BE MADE FOR POSSIBLE NBC-TV BOOKING

A pilot film for "Kings of Broadway," a half-hour television program about a family on the two-a-day vaudeville circuit, will be produced for NBC-TV, for possible presentation during the 1962-63 season, it was announced today by Mort Werner, Vice President, Programs, for the network.

Bob Banner Associates will produce the pilot film, which concerns the fortunes of a vaudevillian family called "King and Company." The Banner organization now produces "The Garry Moore Show" and "Candid Camera."

"Kings of Broadway" recalls the colorful era of W. C. Fields, Frank Fay, Gallagher and Shean, the Four Cohans, Eddie Foy and his family, and other headline acts.

Herbert Baker, son of the late vaudeville star, Belle Baker, conceived the idea for the new series. Drawing from a rich store of personal recollections, Baker will supervise the storylines. He is currently completing the script for Columbia Pictures' upcoming "Ten Little Fingers," in which Doris Day plays Belle Baker.

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October 24, 1961

A STORY (AND THE MAN WHO MAKES IT)
WALKS RIGHT UP TO NBC DOORSTEP

A professor walked into the NBC News studios in New York last night (Oct. 23) and said that he was scheduled to appear on a program -- but could not remember the program's name.

Dr. Harold C. Urey, Nobel Prize winner in chemistry now with the University of California, soon learned, after a hurried check by NBC Newsmen, that he was scheduled to tape an interview for NBC Radio's weekend "Monitor '61."

Dr. Urey was then asked if he would also appear on the WNBC-TV "11th Hour News" program, which was about to go on the air, to discuss the fall-out effects of the latest and largest of the Soviet nuclear tests made that day.

In his interview, Dr. Urey said that the fall-out "would come mostly to the United States" and would be "unpleasant, but not critical, not at all." He added that, as far as he could see, the Russian series of tests had little scientific value.

"They intend to frighten us with this," he said. "I wonder if the Russians are not just a little bit frightened themselves when they behave this way."

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JACK TRACY
ROOM 320

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y. 2-X-H

October 25, 1961

HUGH CARLETON GREENE, DIRECTOR GENERAL OF BBC,

WILL BE HONORED AT LUNCHEON TO BE GIVEN

BY ROBERT W. SARNOFF IN NEW YORK

- - -

Occasion Marks 25th Anniversary of TV in England

Hugh Carleton Greene, Director General of the British Broadcasting Corporation, will be honored guest at a luncheon in New York on Monday, Nov. 13, given by Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company.

The occasion will mark the 25th anniversary of the establishment of television in England by the BBC. Prominent figures in Government, broadcasting, finance, publishing, science and advertising have been invited by Mr. Sarnoff to attend the luncheon, at which Mr. Carleton Greene will deliver a major address. The luncheon will be in the Empire Room of the Waldorf-Astoria Hotel.

NBC, which itself is observing its 35th anniversary this year, has enjoyed a close working relationship with the BBC since the early days of broadcasting. This association has continued with the expansion of television, and a number of NBC's outstanding programs currently are being distributed by NBC International to the BBC.

For the past two-and-a-half years, the BBC and NBC have cooperated closely in the pioneering telecasts in England and the United States of film transmitted across the Atlantic Ocean by cable.

(more)

Mr. Carleton Greene was appointed Director General of the BBC in 1959 on the retirement from that post of Sir Ian Jacob. He first joined the organization in 1940 as German editor in the European Service, after an earlier newspaper career. After World War II, he was in charge of broadcasting in the British Zone of Germany for two years, returning to the BBC as head of the East European Service in 1949. Since then he has held many positions within the organization. He organized psychological warfare against terrorists in Malaya in 1950, and later served on an efficiency committee set up by the BBC to examine its organization and make economies.

He was named Assistant Controller and then Controller of the Overseas Services, and in April, 1955, became Chairman of a commission of inquiry into future broadcasting in Rhodesia and Nyasaland. In 1956 he became the BBC's Director of Administration and in August, 1958, was appointed as the BBC's first Director of News and Current Affairs.

Mr. Carleton Greene lives in London with his American-born wife, Mrs. Elaine Greene, a former journalist. He was co-editor with his brother, novelist Graham Greene, of an anthology called "The Spy's Bedside Book."

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NBC-New York, 10/25/61

ELIE ABEL JOINS NBC NEWS AS STATE DEPARTMENT CORRESPONDENT

Elie Abel, chief of the Washington bureau of the Detroit News and for 10 years a correspondent with the New York Times, will join NBC News as State Department correspondent, it was announced today by William R. McAndrew, Executive Vice President, NBC News.

Abel, who covered the State Department for the Times for two years and has reported every Summit conference during the past six years, will replace NBC's Frank Bourgholtzer, who has left his assignment at the State Department to head the NBC News bureau in Moscow. Abel's appointment is effective Nov. 1.

Abel served with the Times from 1949 to 1959. After covering the State Department, he was based in Belgrade, Yugoslavia, for two years (1956-1958) as roving reporter in Eastern Europe. He headed the Times coverage of the Hungarian uprising in 1956.

From Belgrade he was assigned to New Delhi as chief of the Times bureau covering India, Burma, Nepal and other areas of South Asia. He reported the Tibetan uprising in 1959 and the flight of the Dalai Lama to India.

He has covered the Summit conferences for both the Times and the Detroit News, starting with the first such meeting in 1955 and continuing through his trip earlier this year to report President Kennedy's meetings in Paris, Vienna and London.

Abel is co-author of the recently published book, "The Kennedy Circle"; is a frequent contributor to national magazines, and has appeared often on "Meet the Press" and other news panel programs.

He was born in Montreal, Canada, and is a graduate of McGill University and Columbia University School of Journalism. He served with the Royal Canadian Air Force in Europe during World War II. After the war he was UN correspondent for the Overseas News Agency, 1947-49.

Abel, his wife and two children live in Chevy Chase, Md.
-----o----- NBC-New York, 10/25/61

NBC TELEVISION NETWORK NEWS

October 25, 1961

FIRST FLIGHT TEST OF NEW SATURN MISSILE TO BE COVERED LIVE BY NBC-TELEVISION AND RADIO NETWORKS

The first flight test of the new Saturn missile, expected to take place at Cape Canaveral the latter part of this week, will be covered live on the NBC Television and Radio Networks.

The Saturn, largest space vehicle under development in the United States, is designed to send payloads of several tons into earth orbit, to the moon and into outer space. One of the main purposes of the Saturn is manned space exploration leading to the landing of men and equipment on the moon.

The NBC-TV coverage will feature NBC News correspondent Roy Neal at Cape Canaveral and correspondent Edwin Newman in New York, and will be produced by Chet Hagan. Members of the NBC News team at Canaveral will include Don Meaney, Manager of Special News Programs, and James Kitchell, who will direct. The coverage, by three cameras, will be broadcast live on the television network and will be recorded on tape for later showing on regular NBC News programs.

The NBC Radio coverage will feature Jay Barbree as anchorman at Cape Canaveral, and will be supervised at the scene by Arthur Wakelle, Manager of Radio News.

The NBC coverage will be under overall supervision of Elmer W. Lower, Director of News and Public Affairs.

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MONITOR

2-X-H

THE NBC WEEK-END RADIO SERVICE

October 26, 1961

OPENING OF THE MET IN N.Y. AND DISCUSSION ON EFFECTS OF FALLOUT
AMONG TOPICS OF FRANK McGEE "MONITOR" 3-HOUR WEEKEND NEWS RECAP

Ranging in scope from the opening of the Metropolitan Opera to a globe-circling conversation on the effects of fallout, the new Frank McGee three-hour segment of "Monitor '61" Sunday, Oct. 29 (7-10 p.m. EST), will continue to provide NBC Radio listeners with the most comprehensive end-of-the-weekend news wrapup in any medium.

The big story of the week, fallout, will be kicked off with a three-way conversation among NBC News correspondents Cecil Brown in Tokyo, Frank Bourgholtzer in Moscow and McGee in New York. "Monitor '61" will get reaction from the American public by going to many areas of the country to ask the man-on-the-street for opinions on providing shelters for fallout protection. An interview with Dr. Harold Urey on the same subject is scheduled.

Other features of the three-hour news segment are:

...A review of the week at the United Nations by Pauline Frederick, NBC News UN correspondent.

...An interview with author George Allen, NBC news editor, on his book, "Traitor Within."

(more)

...An interview with Leontyne Price in connection with her opening at the Metropolitan Opera.

...A review of the entertainment world by NBC newsman Leon Pearson.

...An interview with Ahmad Kamal, President of Jami'at al Islam International, worldwide Moslem education agency, on Algerian refugees.

The three-hour Frank McGee segment of "Monitor '61" is produced and directed by Bud Ford and written by Alice Wallace and James Holton. Executive producer is Robert Wogan.

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NBC-New York, 10/26/61

BOB BANNER TO PRODUCE ATAS 'CLOSEUP' OF HUNTLEY AND BRINKLEY

Bob Banner will produce the Academy of Television Arts and Sciences' "Closeup" lampooning NBC News correspondents Chet Huntley and David Brinkley at the annual ATAS dinner Nov. 30 in the Astor Hotel.

Banner, who will be assisted by Joe Hamilton, is executive producer of "The Garry Moore Show" and "Candid Camera." He won three Emmy Awards presented by the ATAS for his work as producer and director of "The Dinah Shore Show."

Huntley and Brinkley were selected as "Closeup" targets because of their work on the "Huntley-Brinkley Report," "Chet Huntley Reporting," "David Brinkley's Journal" and special NBC News programs.

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NBC-New York, 10/26/61

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

IOWA WESLEYAN HONORS ROBERT W. SARNOFF
WITH DOCTOR OF SCIENCE DEGREE

MOUNT PLEASANT, IOWA, Oct. 27 -- Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, today was awarded the honorary degree of Doctor of Science by Iowa Wesleyan College for a wide range of contributions to broadcasting.

J. Raymond Chadwick, President of Iowa Wesleyan, conferred the degree, calling Mr. Sarnoff "one of the great communications men of the world," and citing his introduction to NBC's schedule of "Continental Classroom" -- network television's first college-level instruction for academic credit. Mr. Sarnoff "has also been closely identified," the citation said, "with major advances and innovations" such as the NBC Opera, "Victory at Sea" and the face-to-face television debates between 1960 Presidential candidates John F. Kennedy and Richard M. Nixon.

The presentation was made at ceremonies dedicating the Adam Trieschmann Hall of Science at Iowa Wesleyan.

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NBC TELEVISION NETWORK NEWS

'NBC WHITE PAPER' TO EXAMINE RED CHINA
- - -
Exclusive Films Obtained Inside Communist Country
To Be Major Part of NBC-TV Documentary

FOR RELEASE MONDAY A.M. OCT. 30

A comprehensive report on Red China -- the biggest question mark in world politics -- will be presented in the "NBC White Paper" multi-award-winning series on NBC-TV early in 1962, Executive Producer Irving Gitlin announced today. A major part of the documentary will consist of exclusive films obtained inside Red China.

"We will examine the changes that have occurred there under the Communist regime in the past few years; the relationship of this country with the United States, the Soviet Union and other nations; Red China's growing strength and widening influence, and the threat it poses to world peace," Gitlin said.

The full-hour "NBC White Paper" program, to be produced by Fred Freed, will include a substantial amount of rare film footage -- the only known films shot in Red China this year by any cameraman from a country other than a Communist-bloc nation, and the only significant footage to come out of Red China since 1958.

The film was taken by Fernand Gigon during a nine-week tour of Red China, recently completed. Gigon is a noted Swiss author, journalist, documentary film producer, cameraman and still photographer. His 14 books, with translations in 11 different languages, include two on Red China. He spent some time in Red China five years ago, giving him the advantage of being able to contrast what he saw then with the state of the country as it exists today.

(more)

Much of the film footage was taken under the greatest difficulties, Gitlin said. In addition to the films, Gigon also took 3,600 still photographs, many of which will be used in the program.

By obtaining this coverage inside Red China, the "NBC White Paper" series again will be able to present the type of exclusive material featured in "Angola: Journey to a War," the first program in this year's series (Sept. 19). Critics and the public highly commended the films obtained by an NBC team on a hazardous 300-mile foot journey across the battle areas of Northern Angola.

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NBC-New York, 10/27/61

NBC TELEVISION NETWORK NEWS

October 27, 1961

NEW SATURN MISSILE'S SUCCESSFUL FIRST FLIGHT IS COVERED

BY NBC-TV NETWORK LIVE WITH 34-MINUTE PROGRAM

NBC Radio Network Also Covers Launching

The successful first flight of the new Saturn space vehicle today (Oct. 27) was covered live in a special 34-minute program on the NBC-TV Network (10:56-11:30 a.m. EDT).

The coverage included the countdown, showed the blast-off and followed the flight of the huge missile until it disappeared on its 225-mile course from Cape Canaveral down the Atlantic missile range. The program presented a tape playback of the launching, pre-taped coverage of the preparations for the flight, and interviews with officials of the National Aeronautics and Space Administration.

The television coverage featured NBC News correspondent Edwin Newman in NBC Studios in New York and correspondent Roy Neal at Cape Canaveral. It was produced by Chet Hagan.

A TV bulletin on launching preparations was carried at 10:04 a.m. EDT.

NBC Radio coverage began in a regular "News-on-the Hour" report (11-11:05 a.m. EDT) and continued to 11:16 a.m. EDT. The radio report from Cape Canaveral was handled by Arthur Wakelee and Jay Barbree.

Members of the NBC News team at Canaveral included Don Meaney, Manager of Special News Programs, and James Kitchell, who directed the TV coverage. The coverage was under overall supervision of Elmer W. Lower, Director of News and Public Affairs.

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October 27, 1961

HERE COMES THE MACY THANKSGIVING DAY PARADE AND CIRCUS!

Bullwinkle Moose is 1 of 5 Balloon Attractions in Line of March
With Noted Stars, Gala Floats, Singers, Dancers and Bands;
Animal, Equestrian, Acrobatic Acts Included in 2-Hour Show

Bullwinkle Moose, the distinguished moose who stars in his own Sunday color cartoon series on NBC-TV, is set to become a parade celebrity.

A mammoth helium-filled version of Bullwinkle will be among the highlights of Macy's Thanksgiving Day Parade and Circus, to be televised in color in its entirety on the NBC-TV Network Thursday, Nov. 23, from 10 a.m. to 12 noon EST.

Bullwinkle will be one of five huge balloons in Macy's 35th annual parade and is this year's new creation. The other balloons will be the Gorgeous Gobbler, Popeye the Sailor, the Happy Dragon and the Observation Balloon.

New York's traditional holiday procession also will feature TV, film and stage stars, many elaborate floats carrying these stars as well as various singing groups, dancers and clowns, and marching bands from different parts of the country.

NBC-TV's color cameras will focus on the Thanksgiving Day spectacle at Herald Square, between 34th and 35th Streets, as the parade swings down Broadway toward Macy's. Entertainers riding floats

(more)

2 - Parade and Circus

and in the line of march will put on special performances as they pass the TV cameras. Santa Claus, in his sleigh at the end of the procession, will wave a cheery holiday greeting to the millions of TV viewers.

The circus portion of the two-hour color show will include performing elephants and ponies, trapeze artists, equestrian stars and a spectacular aerial act on a seesaw contraption high above Herald Square.

Ed Pierce, who produced the Thanksgiving Day program on NBC-TV the last two years, again will be the producer. Bill Healion will be the director and Sid Brooks the writer. Two emcees will be announced shortly.

NBC-TV's color coverage will be sponsored by Remco Industries Inc., through Webb Associates Inc., and by Lionel Corporation, through Grey Advertising Inc. This year's program marks the 14th time since 1945 that NBC has televised the parade, either locally or nationally.

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NBC-New York, 10/27/61

October 30, 1961

CITIES SERVICE OIL COMPANY TO SPONSOR THREE ALL-STAR
MUSICAL SPECIALS IN COLOR ON NBC-TV NETWORK

Three one-hour musical specials will be broadcast in color under the title "Cities Service Highways in Melody" on NBC-TV Sundays, Dec. 3, 31 and April 22 (10-11 p.m. EST).

The all-star musicals, with Gordon MacRae as host, will offer top artists from the world of music: popular, opera and folk. Henry Jaffe Enterprises will produce the specials.

"Cities Service Highways in Melody" will take viewers on a musical tour of the U. S., featuring music representative of various parts of the country. Stars on the Dec. 3 musical journey include -- in addition to MacRae -- Eddy Arnold, Dorothy Kirsten, Dolores Gray, The Brothers Four, Connie Russell, as well as the West Point Glee Club, the Cities Service singers and dancers, and the Band of America directed by Paul Lavalley. Lavalley also is music director of the program.

This marks the return to the air of one of the oldest sponsors in network broadcasting. The Cities Service Oil Company started its memorable music series on NBC in February, 1927. Edwin Franko Goldman conducted his band and Graham McNamee was the announcer. It was soon succeeded by a concert orchestra with a male quartet and female vocalist.

(more)

2 - 'Cities Service Highways in Melody'

This pattern continued until 1946. Jessica Dragonette, Lucille Manners, the Revelers Quartet with tenor James Melton, and other radio stars performed during this period.

In 1944 the "Highways in Melody" series started on NBC Radio, when Paul Lavalie succeeded Frank Black as conductor. Lavalie later introduced the "Band of America" on the air. It will be heard on the new series of NBC-TV specials.

Barry Wood is producer of the first of the three programs, which was taped in Hollywood. Lennen & Newell, Inc. is agency for the sponsor.

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NBC-New York, 10/30/61

NBC RADIO NETWORK NEWS

October 30, 1961

DR. SOCKMAN, RETIRING FROM CHURCH POST AT YEAR'S END
TO CONTINUE ON 'RADIO PULPIT' UNTIL MARCH, 1962

Although Dr. Ralph W. Sockman will retire from his church pulpit at the end of this year, he will continue his ministry in NBC's "National Radio Pulpit" through March, 1962.

One of the country's best-known clergymen, he began his 26th year as presiding minister of the radio program Oct. 1.

Dr. Sockman, who was 72 on Oct. 1, is required by the rules of his denomination to retire some time in the next year. He will be retiring after 44 years as minister of Christ Church Methodist, New York City, and 34 years as a radio preacher. He has spent his entire church ministry in one parish.

A pioneer in religious radio broadcasting, Dr. Sockman made his first radio address in June, 1928, on "National Radio Forum," which was broadcast by 17 NBC network stations. He was an NBC guest speaker until Nov. 1, 1936, when he became officiating clergyman of "National Radio Pulpit" on the death of Dr. S. Parkes Cadman, the program's founder.

"National Radio Pulpit," the oldest network religious program, is produced by NBC in cooperation with the National Council of Churches.

Dr. Sockman's radio sermon subjects next month will be "Differing Without Dividing," Nov. 5; "To See Life Whole," Nov. 12; "The Right to Be Happy," Nov. 19, and "When Are We Lost?" Nov. 26. The Muskingum College Choir of New Concord, Ohio, will sing on each of the November broadcasts.

(more)

Listeners to "National Radio Pulpit" hear occasional nostalgic references to Mt. Vernon, Ohio, where Dr. Sockman was born, and the surrounding farm country where he grew up, as well as to his college, Ohio Wesleyan, from which he was graduated in 1911. It was as a boy on the family farm that Dr. Sockman got his first experience as a speaker. He once said he kept up his courage by talking out loud to the cows as he brought them in from the woods each night.

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NBC-New York, 10/30/61

2-X-H

NBC TRADE NEWS

October 31, 1961

ADVERTISERS PLACED \$3,600,000 OF NEW AND RENEWAL BUSINESS
IN NBC-TV NETWORK DAYTIME SCHEDULE IN THE PAST FIVE WEEKS

A total of \$3,600,000 in new and renewal business was placed in the NBC-TV Network daytime schedule in the past five weeks, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Prominent among the new daytime orders were those placed by Kraft Foods Division of National Dairy Products Corp., Alberto Culver Company, Mead Johnson & Co., National Biscuit Company, Pillsbury Company and Sweets Company of America.

Kraft Foods, through J. Walter Thompson Company, will return to daytime television after an absence of several seasons, with sponsorship in "Say When," "From These Roots," "Young Doctor Malone" and "Fury."

Nabisco, in addition to placing substantial new business in "Loretta Young Theatre," will renew its sponsorship in "Concentration," "From These Roots" and "The Shari Lewis Show." The orders were placed through McCann-Erickson Inc.

Sweets Company of America has placed sponsorship in seven programs through the Henry Eisen Advertising Agency. They are "Play Your Hunch," "Loretta Young Theatre," "Make Room for Daddy" (both the weekday and Saturday series), "Pip the Piper," "King Leonardo and His Short Subjects" and "Fury."

(more)

2 - NBC-TV Daytime Sales

Additional new orders placed in the NBC-TV daytime schedule include Pillsbury Company in "Young Doctor Malone," through Campbell-Mithun Inc.; Mead Johnson & Co. (for Metrecal) in "Say When," "The Jan Murray Show" and "Make Room for Daddy," through Kenyon & Eckhardt Inc.; and the Alberto Culver Company, through Compton Advertising Inc., in "Young Doctor Malone" and "The Jan Murray Show."

Other advertisers placing renewal orders in the daytime schedule are U. S. Borax Company, through McCann-Erickson Inc., in "Loretta Young Theatre" and "Young Doctor Malone"; and American Doll & Toy Corporation and Remco Industries Inc. in "The Shari Lewis Show," through Webb Associates Inc.

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NBC-New York, 10/31/61

TV, AS 'MERCHANDISING FORCE OF UNPRECEDENTED REACH AND IMPACT,'
HAS PLAYED A MAJOR ROLE IN MID-CENTURY'S MARKETING REVOLUTION,
NBC'S WALTER D. SCOTT SAYS IN TALK BEFORE PITTSBURGH AD CLUB

PITTSBURGH, OCT. 31 -- Television, as a medium with "a merchandising force of unprecedented reach and impact," has played a major role in the mid-twentieth century marketing revolution, Walter D. Scott, Executive Vice President of the NBC Television Network, said in an address here today before the Pittsburgh Advertising Club.

"Television and its commercial partners have provided a stimulant and catalyst for the growth of the entire economy," Mr. Scott said.

The growing popularity of television, as evidenced each year by the steady increase in the average number of hours of set use per day, has placed the medium in this position of importance, Mr. Scott pointed out. The average viewing time per home in the first nine months of this year, he said, was five hours a day, representing a new peak of interest.

In attempting to serve such an audience of widely differing ages, education and tastes, the network cannot please everyone, Mr. Scott said. Referring to the NBC-TV schedule, Mr. Scott stated that NBC-TV believes that it can and does "give reasonable satisfaction to the interest of the main elements of our total audience by offering a total program schedule made up of many different types of programs, arranged in balance and proportion that reflect the weight of audience interests."

Television has never allowed majority tastes "to suppress a fair reflection of minority interests," Mr. Scott pointed out. "We

(more)

cannot frustrate majority interests by making television into a specialized medium."

Mr. Scott cited as "an exercise in doublethink" those who "proclaim righteously that broadcasting is a public resource and at the same time claim that providing programs for which the public has expressed preference is a betrayal of the public trusts."

Mr. Scott went on to point to the current, dramatic upsurge in news and informational programming -- much of it in prime evening time. "This is not, as some cynics would have it, the harried response of broadcasters to cries for reform," he said. "It is part of a long-term trend. I regard this as firm evidence that television and its audience are maturing together." It is in this trend, he added, that "NBC has taken conspicuous leadership by every yardstick."

In concluding, Mr. Scott cited this expanding area of programming as "a major force in increasing public awareness, which must elevate popular taste, with resulting and continued improvement in the broad and diversified fabric of all television programming...and a constant testimony to the fact that while our detractors do their worst, we continue to try to do our best."

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NBC-10/31/61

NBC TRADE NEWS

October 31, 1961

SAVINGS AND LOAN FOUNDATION TO SPONSOR 'SENTIMENTAL JOURNEY,'

NBC NEWS SPECIAL TO BE BROADCAST IN COLOR

- - -
Also Will Co-Sponsor Shrine Football Game Coverage

The Savings and Loan Foundation will sponsor "Sentimental Journey," an NBC News special program to be broadcast in color on NBC-TV Thursday, March 29, 1962 (7:30 to 8:30 p.m. EST), it was announced today by John M. Otter, Director, Special Program Sales.

At the same time, Mr. Otter announced that the Foundation, for the fourth consecutive year, will be a co-sponsor of NBC-TV's coverage of the East-West Shrine football game from San Francisco Saturday, Dec. 30. This program also will be presented in color.

"Sentimental Journey," a documentary program to be written and produced by Lou Hazam for NBC News, will trace the scenic and historic significance of United States Highway #1, the major East Coast route between Van Buren, Maine, and Key West, Fla. Hazam's earlier NBC-TV assignments have won him an Alfred Lasker Medical Journalism Award and other honors.

Advertising agency for the sponsor is McCann-Erickson Inc.

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October 31, 1961

WILLIAM J. SCHMITT NAMED GENERAL MANAGER OF NBC ENTERPRISES

William J. Schmitt has been appointed General Manager of NBC Enterprises, it was announced today by Alfred R. Stern, Vice President in Charge of NBC's Enterprises Division.

"The position of General Manager is newly created," Mr. Stern said, "and it reflects the rapid growth of the Enterprises Division since its creation in 1959."

The two major operating units of the NBC Enterprises Division are Domestic Enterprises and International Enterprises. Domestic Enterprises is concerned with the syndication of filmed television programs (through NBC Films), merchandising, book publishing, educational film sales, and new enterprises. NBC International Enterprises, doing business in 52 nations, is concerned with program sales, management services and investments.

Mr. Schmitt, who joined NBC in 1951, was previously Director of Business Affairs for the Enterprises Division. He is a graduate of Queens College in New York City and resides in West Hempstead, N. Y., with his wife and four children.

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NBC-TV NETWORK PROGRAM

TRANSCRIPT OF "NATION'S FUTURE" DEBATE ON WIRETAPPING
IS INCLUDED IN RECORD OF SENATE HEARINGS

The complete transcript of a debate on NBC-TV's "The Nation's Future" has been included in the record of hearings on wiretapping and eavesdropping legislation before the Senate Subcommittee on Constitutional Rights of the Committee on the Judiciary in the first session of the 87th Congress.

"The Nation's Future" debate on the question, "Are Wiretapping and Eavesdropping Desirable Law Enforcement Methods?" was broadcast last July 8. The speakers were William H. Parker, police chief of Los Angeles, who presented the affirmative case, and Edward Bennett Williams, noted criminal attorney, who presented the negative side of the issue.

The transcript of the television program was submitted for the record of the hearings at the request of Senator John A. Carroll (D.-Colo.). It is one of the exhibits in the official record, which also includes four bills on wiretapping and eavesdropping which were pending in the Senate at the time of the hearings.

The record recently was printed and distributed as a public document.

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NBC-New York, 10/31/61

NBC TELEVISION NETWORK NEWS

October 31, 1961

DIANA TRASK IS SIGNED TO EXCLUSIVE NEW NBC CONTRACT

Diana Trask, the attractive young Australian singer who was an NBC-TV talent discovery last year, has been signed to an exclusive new NBC contract, it was announced today by Mort Werner, Vice President, Programs, NBC Television Network.

The new five-year agreement with Miss Trask gives NBC exclusive rights to her performances, Mr. Werner said, but will also entitle NBC to loan her out for other engagements.

Since she was first signed by NBC as a result of NBC's expanded talent discovery program early last year, Miss Trask has won a big following as a frequent performer on the "Sing Along with Mitch" color programs (Thursdays, 10 to 11 p.m. NYT). She has also had a succession of highly successful personal appearances in clubs across the country.

Miss Trask came to the United States in June, 1959, after an outstanding success in tours and appearances in her native Australia.

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